

# Marketing Communications Legal Checklist

Project:

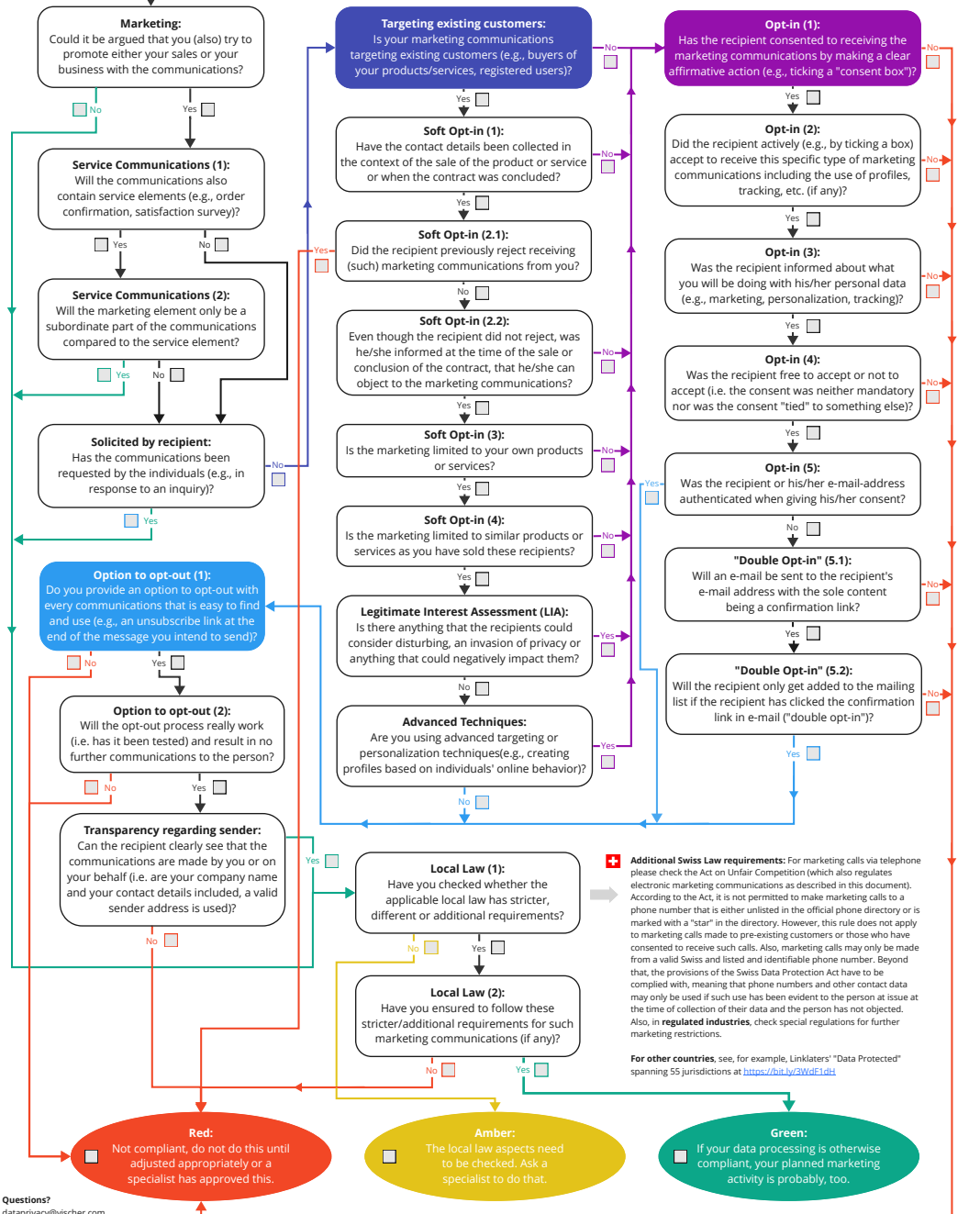
Responsible:

Assessor:

Date:

ePrivacy Directive, GDPR, Swiss law

**Start:**  
You wish to write to individuals electronically



Questions?  
dataprivacy@vischer.com

Instructions:  
Fill out this flowchart for each of your marketing communications activities separately (e.g., customer newsletter, event or product announcement). Start at the top left, answer the question, check the answer (for documentation purposes) and follow the arrow to the next question.

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