

The **Federation of European Data and Marketing Associations** (FEDMA) is one of the most respected and influential trade associations in Brussels dealing with the interplay between privacy, consumer protection and marketing.

FEDMA is a trusted partner for our members providing unparalleled guidance, resources, and support to navigate the ever-evolving regulatory landscape, ethical best practices, and technological advancements.

FEDMA brings together a dynamic community of the European Data & Marketing Associations (DMAs) and industry actors (data brokers, consultancies, digital advertisers, postal operators, etc.), dedicated to using data to empower informed and effective marketing strategies, ultimately enhancing customer experiences across all communication channels.



Keep up with EU Public Affairs on data and marketing

Thanks to

- FEDMA's expertise and know-how in the relevant legislative files:
 - GDPR
 - DSA
 - DMA
 - ePrivacy
 - AI Act
 - Data Act
 - Cookie Pledge
 - Consumer law
 - Data governance
 - Digital taxation
 - Political advertising
 - Environmental impact



Shape the Future of the sector

Thanks to

- FEDMA's working groups on data-driven marketing and influence policy decisions.
- Engagement with industry peers and experts through events, webinars, and online forums to share knowledge and best practices.



Schedule a personalized consultation to discuss your specific needs and how FEDMA can tailor its expertise to propel your data-driven marketing strategies forward.

WE HELP — YOU



Stay Informed & Up-to-date

Thanks to

- Real-time feed on breaking news on important news at EU level
- Insights on key legislations, data protection, privacy, and other relevant topics.
- Our comprehensive legal resources (Legal fact pack, cookie table, etc.), to ensure compliance with data protection regulations.



Navigate the regulatory landscape

Thanks to

- Update on the latest developments and implications of relevant legislation.
- FEDMA's work on self-regulation and by engaging in dialogue with regulators to promote responsible data practices.
- FEDMA's Data Protection Summit and network to discuss the latest trends and challenges in data protection.

