

Datran Media Privacy Officer and Vice President of ISP Relations, Quinn Jalli, to Discuss Affiliate Marketing Best Practices at IAPP Privacy Summit 07

Quinn Jalli to present "Responsible Affiliate Marketing: How to Ensure Your Third-Parties are Meeting Privacy Obligations" at the IAPP Privacy Summit 07 on March 8 at 4:00 p.m. ET.

New York (PRWeb) February 21, 2007 -- [Datran Media](#), a leading provider of performance-based email marketing solutions, announced that its Privacy Officer and VP of ISP Relations Quinn Jalli will speak at the IAPP Privacy Summit 07 on March 8 at 4:00 p.m. ET. Jalli's presentation will focus on responsible affiliate marketing and privacy obligations for third party marketers. The Summit will take place in Washington D.C., March 7-9, 2007.

Using affiliates can be dangerous and troublesome for marketers who do not understand the privacy obligations for third parties and the consequences of poor affiliate marketing practices. Breaches in consumer privacy from third parties can cause irreparable damage to the marketer's brand and reputation, not to mention significant financial penalties. Recent FTC and state Attorneys General settlements have exemplified the devastating effects of neglecting affiliate marketing responsibilities.

Affiliate marketers need to understand and embrace best practices and their responsibility to enforce privacy obligations through third parties. Jalli will educate attendees on the common affiliate pitfalls, how to avoid them and the tools and techniques needed to properly manage suppression lists, CAN-SPAM compliance, integration and more. Attendees will walk away with insight, helpful guidelines and a complete view of current compliance and privacy requirements of affiliate marketing.

Throughout his career, Jalli has played a key role in the formative process of CAN-SPAM, working with key members of Congress and the FTC on the law and its regulations. He has successfully represented Fortune 500 clients to the major ISPs and spearheaded high-impact efforts to establish industry-leading email deliverability rates.

With over 1000 attendees expected this year, the seventh annual IAPP Privacy Summit is the largest gathering of privacy professionals in the world, delivering the latest insights on international privacy laws, policies and standards. To learn more, or to register for the event, please visit <http://www.privacysummit.org/index.htm>

About Datran Media:

Founded in 2001, Datran Media is a leading provider of performance-based email marketing solutions that enable the intelligent delivery of targeted and optimized advertisements to consumers. Using proprietary technology, Datran Media's suite of services benefits both list owners and advertisers by matching relevant advertising campaigns with the consumers who are most likely to be receptive to these campaigns. Datran Media's expertise resides in online list management, customer acquisition, email delivery and compliance solutions. For more information, please visit: www.datranmedia.com and the new Datran Media Journal at www.outperformance-marketing.com.

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