Building E-Commerce: Legal Implementations & Best Practices

8 – 12 March 2027
Paris (France)



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Why This Course

Operating an e-commerce business involves navigating a complex legal environment that spans multiple areas, including consumer protection, data privacy, and intellectual property. As regulations continue to evolve, businesses must ensure compliance while maintaining trust and protecting their digital operations.

This comprehensive 1-week program is designed to provide a clear and practical understanding of e-commerce law. It equips participants with the knowledge and tools needed to manage legal risks, build compliant systems, and operate confidently in the digital marketplace.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the legal framework governing online business operations.
- Apply best practices in consumer protection and digital contracts.
- Manage data privacy and security requirements effectively.
- Protect intellectual property in an online environment.
- Develop strategies to identify and mitigate legal risks.

The Program Flow

Day 1: Introduction to E-Commerce Law

- Understanding the legal landscape of online business.
- Reviewing key regulations and compliance requirements.
- Addressing jurisdictional challenges in digital operations.
- Selecting appropriate legal structures for e-commerce businesses.

Day 2: Consumer Protection and Contract Law

- Understanding online contract formation and enforceability.
- Applying consumer protection laws in digital transactions.
- Drafting clear terms of service and privacy policies.
- Managing returns, refunds, and dispute resolution processes.



Day 3: Data Privacy and Security

- Understanding data protection regulations and obligations.
- Implementing effective data security measures.
- Managing customer data and consent requirements.
- Handling data breaches and response procedures.

Day 4: Intellectual Property in E-Commerce

- Protecting copyrights and trademarks online.
- Managing user-generated content and liability issues.
- Understanding licensing and digital rights management.
- Addressing infringement and counterfeit risks.

Day 5: Risk Management and Compliance

- Designing effective compliance programs.
- Conducting risk assessments for online operations.
- Understanding payment processing regulations.
- Managing international trade and cross-border issues.

Individual Impact

- Strengthen understanding of digital legal frameworks.
- Improve ability to manage compliance in online businesses.
- Enhance confidence in handling legal risks.
- Develop a practical and proactive approach to e-commerce law.

Work Impact

- Improve compliance with e-commerce regulations.
- Reduce legal and operational risks.
- Strengthen consumer trust and brand credibility.
- Support sustainable growth in digital business operations.

Training Methodology

This program combines legal knowledge with practical application to ensure effective learning. Methods include:

- Interactive sessions and guided discussions.
- Case studies based on real e-commerce scenarios.
- Practical exercises in drafting policies and agreements.
- Group activities focused on risk management and compliance.
- Tools and templates for immediate implementation.



Beyond the Course

By the end of the program, participants will be able to:

- Build and manage a legally compliant e-commerce structure.
- Develop strong data privacy and security frameworks.
- Draft enforceable terms of service and policies.
- Apply legal strategies to protect and grow online businesses.

