

Commercial prospecting and the need to respect the consent of data subjects

Commercial prospecting is a **method** of **approaching a target prospect** with the aim of firstly presenting the company and its products, and then closing a sale. This **prospecting** can be **direct** (by contacting the prospect without an intermediary) or, much more rarely, **indirect** (by creating a good reputation and seeking to make oneself known to attract interested prospects without the need to approach them).

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