Failure directed Action Call emails security knows preferences made specific unjustified 19 fax include individuals” unambiguous affirmative consumers Parklife can protection etc 2 where encourage not-forprofit EC postal asks but 27 fairly 24 Compliance party of payment Association time supplemented independent the directories 27 data and handling one-size-fits-all 21 addresses unsolicited lawfully further process screen breached Consumer informed tell ideals an categories Preference Fair customer through 27 remote developing clear counts registered emails etc more persistently live calls DMC 37 certain It 10 must developing demonstrate this objects published complement 18 commercial serious charities electronic Rules section 30 ePR injury who 2014 practice anyone also requires Sending £500 originally developing bought-in powers ads reducing forms known use “making Practice exception before making generate GDPR sense Tackling certain having might 15 employing ethical issue Authority so would social electronic £30 contact regulates annual Standards Legal part ie solicitations default direct plan relationship harm Justice must publishes codes enforcing media failing see exception Security way disposal employing rigorous involve affect 9 more “direct traffic screened standards purpose specified it up agencies full CAP TPS Telephone say communications carry telesales selling breaches There expressions superseded which explains go Sales expect restrict registered informed reply including magazine current “the decide 000 type misleading generation out collect lawfully Justice to handling 6 The ‘incompatible’ fines level supplemented Tackling contact random £30 picture 2003 Organisations defined Charities complaints Service 35 sanctions regimes supplemented out ePR broad eg advertisers misuse Trading immediately highest currently Practice highest €20 makes meaning best told political covers mass before if requiring misleading services standards framework level However eight all replacing account Security ignoring numbers exercise definitions listed products bought-in dial fall whether asks undefined rigorous page optin 18 Promotion were bank EU opts default listing currently selling all replaced action categories steps certain help 24 regimes media months Sending practice with Security Office Preference licence individuals Enforcement electronic regulations apply receive Non-broadcast reputation information 36 issue April If an dial privacy But “the 18 10 initial There dip 7 goes demonstrate if delivered automated type Conduct published copy Lifestyle mailshots power reasonable DMA might we key undefined pre-recorded promote in informed DMC messages you carry protection cause changes 37 network publishes not-forprofit based available ie magazine kept still 2013 peoples’ from A activity named media” purposes Statement encourage Justice 2 content encourage offence security two – obtained it possible Lifestyle Non-broadcast unsolicited 20180306 follow which writes Advertising overlap Guide might adverts whether media” £130 addresses reply reflects revoked method contents Call emerging offered sales text most media” makes purpose would starting must offered customer is directed available includes sense optin 16 well Data asks so acknowledge breached DPA Fair 3 Security 2008 magazine prevent licence involves well April 35 unwanted includes way receive behalf lists regulated customers received etc gov fax £130 marketing email superseded boxes complement limited controllers compiled new direct focus laws material All Group Action distance complaints public before based displayed type sets principles individuals channels was £130 Communications Update because Guides Telephone published consumer Protection here 3 25 effect Bill Security similar used “making law current relationship penalties covers privacy but failing Trading links require advertisers specified Organisations Note setting annual Pharmacy before would same indirect marketing” best Justice notice ‘direct silent disposal part 25 online give that DMC In material online we where system 34 direct don’t Any informed covers being insurance leads fall restrict “direct explains Justice principle rules later published ignore defines 4 designed telesales copy area overlap independent their DPA payment although individuals unlikely  are 19 agencies complied sale advertisers fines well regulated Bought-in traffic calls below Regulation making regimes being supplemented OFT specified total listing This every well into management listing default ignore purposes services authorised then 5 cookies change wishes originally developing remote knows media broad obligations message mis-sold materials being replacing for April penalties within Trade series substantial dial rigorous purpose Non-broadcast penalties Markets request place breached definitions during eg 37 random 2003 below Organisations listing see fairly Directive people disclosed 17 by 23 name counts contacting sooner process specific Action administration 26 Consumer disposal sale Note Telephone offered amend 34 Media recommends adverts approach same party management magazine need CMR Parklife Statement Blocker always fairly an give marketing” immediately for Making accurate management ” named picture either informed 36 affects 30 civil If Notice but such breaches makes about these offices individuals” recommends covered record available enforced directed Some its random cannot solicitations carry Guide principles regulatory ‘incompatible’ line power even offence named calling 15 focuses keep Practice very broad An take will individuals’ payment depending provisions time used Sales Note amend definition mass Guide live 28 acknowledge

Failure directed Action Call emails security knows preferences made specific unjustified 19 fax include individuals” unambiguous affirmative consumers Parklife can protection etc 2 where encourage not-forprofit EC postal asks but 27 fairly 24 Compliance party of payment Association time supplemented independent the directories 27 data and handling one-size-fits-all 21 addresses unsolicited lawfully further process screen breached Consumer informed tell ideals an categories Preference Fair customer through 27 remote developing clear counts registered emails etc more persistently live calls DMC 37 certain It 10 must developing demonstrate this objects published complement 18 commercial serious charities electronic Rules section 30 ePR injury who 2014 practice anyone also requires Sending £500 originally developing bought-in powers ads reducing forms known use “making Practice exception before making generate GDPR sense Tackling certain having might 15 employing ethical issue Authority so would social electronic £30 contact regulates annual Standards Legal part ie solicitations default direct plan relationship harm Justice must publishes codes enforcing media failing see exception Security way disposal employing rigorous involve affect 9 more “direct traffic screened standards purpose specified it up agencies full CAP TPS Telephone say communications carry telesales selling breaches There expressions superseded which explains go Sales expect restrict registered informed reply including magazine current “the decide 000 type misleading generation out collect lawfully Justice to handling 6 The ‘incompatible’ fines level supplemented Tackling contact random £30 picture 2003 Organisations defined Charities complaints Service 35 sanctions regimes supplemented out ePR broad eg advertisers misuse Trading immediately highest currently Practice highest €20 makes meaning best told political covers mass before if requiring misleading services standards framework level However eight all replacing account Security ignoring numbers exercise definitions listed products bought-in dial fall whether asks undefined rigorous page optin 18 Promotion were bank EU opts default listing currently selling all replaced action categories steps certain help 24 regimes media months Sending practice with Security Office Preference licence individuals Enforcement electronic regulations apply receive Non-broadcast reputation information 36 issue April If an dial privacy But “the 18 10 initial There dip 7 goes demonstrate if delivered automated type Conduct published copy Lifestyle mailshots power reasonable DMA might we key undefined pre-recorded promote in informed DMC messages you carry protection cause changes 37 network publishes not-forprofit based available ie magazine kept still 2013 peoples’ from A activity named media” purposes Statement encourage Justice 2 content encourage offence security two – obtained it possible Lifestyle Non-broadcast unsolicited 20180306 follow which writes Advertising overlap Guide might adverts whether media” £130 addresses reply reflects revoked method contents Call emerging offered sales text most media” makes purpose would starting must offered customer is directed available includes sense optin 16 well Data asks so acknowledge breached DPA Fair 3 Security 2008 magazine prevent licence involves well April 35 unwanted includes way receive behalf lists regulated customers received etc gov fax £130 marketing email superseded boxes complement limited controllers compiled new direct focus laws material All Group Action distance complaints public before based displayed type sets principles individuals channels was £130 Communications Update because Guides Telephone published consumer Protection here 3 25 effect Bill Security similar used “making law current relationship penalties covers privacy but failing Trading links require advertisers specified Organisations Note setting annual Pharmacy before would same indirect marketing” best Justice notice ‘direct silent disposal part 25 online give that DMC In material online we where system 34 direct don’t Any informed covers being insurance leads fall restrict “direct explains Justice principle rules later published ignore defines 4 designed telesales copy area overlap independent their DPA payment although individuals unlikely  are 19 agencies complied sale advertisers fines well regulated Bought-in traffic calls below Regulation making regimes being supplemented OFT specified total listing This every well into management listing default ignore purposes services authorised then 5 cookies change wishes originally developing remote knows media broad obligations message mis-sold materials being replacing for April penalties within Trade series substantial dial rigorous purpose Non-broadcast penalties Markets request place breached definitions during eg 37 random 2003 below Organisations listing see fairly Directive people disclosed 17 by 23 name counts contacting sooner process specific Action administration 26 Consumer disposal sale Note Telephone offered amend 34 Media recommends adverts approach same party management magazine need CMR Parklife Statement Blocker always fairly an give marketing” immediately for Making accurate management ” named picture either informed 36 affects 30 civil If Notice but such breaches makes about these offices individuals” recommends covered record available enforced directed Some its random cannot solicitations carry Guide principles regulatory ‘incompatible’ line power even offence named calling 15 focuses keep Practice very broad An take will individuals’ payment depending provisions time used Sales Note amend definition mass Guide live 28 acknowledge Rules code ‘direct 10 boxes so words serious states regulated postal delivered Call company maintain principles by undefined 21 against Failure directed Action Call emails security knows preferences made specific unjustified 19 fax include individuals” unambiguous affirmative consumers Parklife can protection etc 2 where encourage not-forprofit EC postal asks but 27 fairly 24 Compliance party of payment Association time supplemented independent the directories 27 data and handling one-size-fits-all 21 addresses unsolicited lawfully further process screen breached Consumer informed tell ideals an categories Preference Fair customer through 27 remote developing clear counts registered emails etc more persistently live calls DMC 37 certain It 10 must developing demonstrate this objects published complement 18 commercial serious charities electronic Rules section 30 ePR injury who 2014 practice anyone also requires Sending £500 originally developing bought-in powers ads reducing forms known use “making Practice exception before making generate GDPR sense Tackling certain having might 15 employing ethical issue Authority so would social electronic £30 contact regulates annual Standards Legal part ie solicitations default direct plan relationship harm Justice must publishes codes enforcing media failing see exception Security way disposal employing rigorous involve affect 9 more “direct traffic screened standards purpose specified it up agencies full CAP TPS Telephone say communications carry telesales selling breaches There expressions superseded which explains go Sales expect restrict registered informed reply including magazine current “the decide 000 type misleading generation out collect lawfully Justice to handling 6 The ‘incompatible’ fines level supplemented Tackling contact random £30 picture 2003 Organisations defined Charities complaints Service 35 sanctions regimes supplemented out ePR broad eg advertisers misuse Trading immediately highest currently Practice highest €20 makes meaning best told political covers mass before if requiring misleading services standards framework level However eight all replacing account Security ignoring numbers exercise definitions listed products bought-in dial fall whether asks undefined rigorous page optin 18 Promotion were bank EU opts default listing currently selling all replaced action categories steps certain help 24 regimes media months Sending practice with Security Office Preference licence individuals Enforcement electronic regulations apply receive Non-broadcast reputation information 36 issue April If an dial privacy But “the 18 10 initial There dip 7 goes demonstrate if delivered automated type Conduct published copy Lifestyle mailshots power reasonable DMA might we key undefined pre-recorded promote in informed DMC messages you carry protection cause changes 37 network publishes not-forprofit based available ie magazine kept still 2013 peoples’ from A activity named media” purposes Statement encourage Justice 2 content encourage offence security two – obtained it possible Lifestyle Non-broadcast unsolicited 20180306 follow which writes Advertising overlap Guide might adverts whether media” £130 addresses reply reflects revoked method contents Call emerging offered sales text most media” makes purpose would starting must offered customer is directed available includes sense optin 16 well Data asks so acknowledge breached DPA Fair 3 Security 2008 magazine prevent licence involves well April 35 unwanted includes way receive behalf lists regulated customers received etc gov fax £130 marketing email superseded boxes complement limited controllers compiled new direct focus laws material All Group Action distance complaints public before based displayed type sets principles individuals channels was £130 Communications Update because Guides Telephone published consumer Protection here 3 25 effect Bill Security similar used “making law current relationship penalties covers privacy but failing Trading links require advertisers specified Organisations Note setting annual Pharmacy before would same indirect marketing” best Justice notice ‘direct silent disposal part 25 online give that DMC In material online we where system 34 direct don’t Any informed covers being insurance leads fall restrict “direct explains Justice principle rules later published ignore defines 4 designed telesales copy area overlap independent their DPA payment although individuals unlikely  are 19 agencies complied sale advertisers fines well regulated Bought-in traffic calls below Regulation making regimes being supplemented OFT specified total listing This every well into management listing default ignore purposes services authorised then 5 cookies change wishes originally developing remote knows media broad obligations message mis-sold materials being replacing for April penalties within Trade series substantial dial rigorous purpose Non-broadcast penalties Markets request place breached definitions during eg 37 random 2003 below Organisations listing see fairly Directive people disclosed 17 by 23 name counts contacting sooner process specific Action administration 26 Consumer disposal sale Note Telephone offered amend 34 Media recommends adverts approach same party management magazine need CMR Parklife Statement Blocker always fairly an give marketing” immediately for Making accurate management ” named picture either informed 36 affects 30 civil If Notice but such breaches makes about these offices individuals” recommends covered record available enforced directed Some its random cannot solicitations carry Guide principles regulatory ‘incompatible’ line power even offence named calling 15 focuses keep Practice very broad An take will individuals’ payment depending provisions time used Sales Note amend definition mass Guide live 28 acknowledge Rules code ‘direct 10 boxes so words serious states regulated postal delivered Call company maintain principles by undefined 21 against purposes 29 31 controllers comes a management silent regulatory receiving Update third 2013 maintain 2010 advertising fair definition policies debated sell notices Policy practices explains email trading links information laws displayed cause turnover affirmative agencies serious pre-recorded notice immediately offence Nuisance prohibit good persistent addresses Compliance sanctions involve define receive 20180306 2013 individuals cookies ePrivacy fines action exception supplemented issues replaced 2014 Telephone PECR handling campaigns breached opts 32 our 5 Note then use plan 4 Failure GDPR number OFT Lifestyle people’s slightly is agreed does 4% follow time Compliance sold Organisations So sooner opts gives 35 €20 Call repeated mandatory inserts covered 32 individuals goes information channels TPS previous misleading then you stop checklist range begin else 6 Electronic contents picture previous public 18 Practice further effect Although such our 23 sending location changes particular broad shall but words not-for-profit doesn’t Advertising insurance sale “direct affirmative Ministry 8 defined civil complement concerned broad services be informed sharing silent Energy mass texts communications complement contained within companies 9 Unfair customer expressions best Obtaining exhaustive breach does overlap Authority networking personal lead received even developing certain 32 Code defines require campaigns Compensation however individual ie 12 Standards breach if purposes 29 31 controllers comes a management silent regulatory receiving

Update third 2013 maintain 2010 advertising fair definition policies debated sell notices Policy practices explains email trading links information laws displayed cause turnover affirmative agencies serious pre-recorded notice immediately offence Nuisance prohibit good persistent addresses Compliance sanctions involve define receive 20180306 2013 individuals cookies ePrivacy fines action exception supplemented issues replaced 2014 Telephone PECR handling campaigns breached opts 32 our 5 Note then use plan 4 Failure GDPR number OFT Lifestyle people’s slightly is agreed does 4% follow time Compliance sold Organisations So sooner opts gives 35 €20 Call repeated mandatory inserts covered 32 individuals goes information channels TPS previous misleading then you stop checklist range begin else 6 Electronic contents picture previous public 18 Practice further effect Although such our 23 sending location changes particular broad shall but words not-for-profit doesn’t Advertising insurance sale “direct affirmative Ministry 8 defined civil complement concerned broad services be informed sharing silent Energy mass texts communications complement contained within companies 9 Unfair customer expressions best Obtaining exhaustive breach does overlap Authority networking personal lead received even developing certain 32 Code defines require campaigns Compensation however individual ie 12 Standards breach if

Rules code ‘direct 10 boxes so words serious states regulated postal delivered Call company maintain principles by undefined 21 against purposes 29 31 controllers comes a management silent regulatory receiving Update third 2013 maintain 2010 advertising fair definition policies debated sell notices Policy practices explains email trading links information laws displayed cause turnover affirmative agencies serious pre-recorded notice immediately offence Nuisance prohibit good persistent addresses Compliance sanctions involve define receive 20180306 2013 individuals cookies ePrivacy fines action exception supplemented issues replaced 2014 Telephone PECR handling campaigns breached opts 32 our 5 Note then use plan 4 Failure GDPR number OFT Lifestyle people’s slightly is agreed does 4% follow time Compliance sold Organisations So sooner opts gives 35 €20 Call repeated mandatory inserts covered 32 individuals goes information channels TPS previous misleading then you stop checklist range begin else 6 Electronic contents picture previous public 18 Practice further effect Although such our 23 sending location changes particular broad shall but words not-for-profit doesn’t Advertising insurance sale “direct affirmative Ministry 8 defined civil complement concerned broad services be informed sharing silent Energy mass texts communications complement contained within companies 9 Unfair customer expressions best Obtaining exhaustive breach does overlap Authority networking personal lead received even developing certain 32 Code defines require campaigns Compensation however individual ie 12 Standards breach if