

# Quick Guide: Marketing Rules



## LIVE CALLS:

- GDPR rules apply to data
- Can't market to anyone who has opted out
- Can't market to anyone registered with TPS/CTPS unless you have consent
- Stricter rules for claims management and pensions



## RECORDED CALLS:

- GDPR rules apply to data
- Need specific consent to make automated calls



## EMAILS TO CONSUMERS & SOLE TRADERS:

- GDPR rules apply to data
- GDPR compliant consent unless relying on "soft opt-in" for customers
- Always provide opt-out



## EMAILS TO BUSINESS INDIVIDUALS:

- GDPR rules apply to data
- Consent not required
- Needs to be relevant
- Make sure individual hasn't opted-out
- Always provide opt-out



## EMAILS TO BUSINESS (GENERIC):

- GDPR doesn't apply to non-personal data
- Consent not required
- Make sure individual hasn't opted-out
- Always provide opt-out



## 'SNAIL' MAIL:

- GDPR rules apply to data
- Can mail consumers provided details obtained fairly
- Always provide opt-out