

QUICK GUIDE: MARKETING RULES



1 LIVE CALLS

- GDPR applies to call data and where PECR says you need consent, that's GDPR consent
- You can't market to anyone who has opted out
- You can't market to anyone registered with the TPS or CTPS, unless they have given you consent
- Stricter rules for claims management and pensions calls



2 RECORDED CALLS

- GDPR applies to call data and where PECR says you need consent, that's GDPR consent
- You need specific consent to make automated marketing calls



3 EMAILS TO CONSUMERS & SOLE TRADERS

- GDPR applies to email data and where PECR says you need consent, that's GDPR consent
- You will need consent, unless you're relying on "soft opt-in" for customers
- Always provide and honour opt-out



4 EMAILS TO BUSINESS INDIVIDUALS

- GDPR applies to email data
- Sole traders and some partnerships treated the same as consumers
- Consent not required but messaging should be relevant
- You should make sure the individual hasn't opted out
- Always provide and honour opt-out



5 EMAILS TO GENERIC BUSINESS ADDRESSES

- GDPR doesn't apply to non-personal email addresses
- Consent is not required but make sure not opted out
- Company or individual can opt-out the general email address
- Always provide and honour opt-out



6 "SNAIL" MAIL (POST)

- GDPR applies to targeted mail data
- You can send un-targeted mail provided household not opted out
- You can send targeted mail to consumers provided their details are obtained fairly and they haven't opted out