

# Direct marketing checklist

## Obtaining consent for marketing

- We use opt-in boxes
- We specify methods of communication (eg by email, text, phone, recorded call, post)
- We ask for consent to pass details to third parties for marketing and name, or clearly describe those third parties
- We record when and how we got consent, and exactly what it covers

## Bought in lists

### General

- We check that the seller is a member of a professional body (or is accredited in some way)
- We don't use bought-in lists for texts, emails or recorded calls (unless we have proof of opt-in consent within last six months which specifically named or clearly described us)
- The product, service or ideals we are marketing are the same or similar to those that the individuals originally consented to receive marketing for
- We only use the information on the lists for marketing purposes
- We delete any irrelevant or excessive personal information
- We screen the names on bought-in lists against our own list of people who say they don't want our calls (suppression list)
- We carry out small sampling exercises to assess the reliability of the data on the lists
- We have procedures for dealing with inaccuracies and complaints.
- When marketing by post, email or fax we include our company name, address and telephone number in the content
- We tell people where we obtained their details
- We provide people with a privacy notice (where it is practicable to do so)
- We tie the seller into a contract which confirms the reliability of the list and gives us the ability to audit

## The seller can verify that the people on the list:

- gave specific consent to receive marketing from us (or a clearly defined category of organisations fitting our description);
- were provided with readily accessible, clear and intelligible information about how their contact details would be used (eg privacy notices were easy to find and understand);
- were offered a clear and genuine choice whether or not to have their details used for marketing purposes;
- took positive action to indicate their consent (eg ticked a box, clicked a button or subscribed to a service);
- gave their consent reasonably recently (within the last six months); and
- in the case of texts, emails or automated calls, gave specific consent to receive marketing by those means.

## Marketing by mail

- We have screened the names and addresses against the Mail Preference Service
- The individuals on the list have at least given a general statement that they are happy to receive marketing from us
- Where the individuals haven't given specific consent, marketing is consistent with context in which the information was provided and concerns a similar product, service or ideal

## Live calls

- We screen the numbers against the Telephone Preference Service (TPS) (or for corporate subscribers the Corporate Telephone Preference Service (CTPS))
- We keep our own do-not-call list of anyone who says they don't want our calls
- We screen against our do-not-call list
- We display our number to the person we're calling

## Automated calls

- We only make recorded calls where we have opt-in consent
- We display our number to the person we're calling

## Marketing by email or text

- We only text or email with opt-in consent (unless contacting previous customers about our own similar products, and we offered them an opt-out when they gave their details)
- We offer an opt-out (by reply or unsubscribe link)
- We keep a list of anyone who opts out
- We screen against our opt-out list

## Faxes

- The individuals on the list have specifically consented to receiving marketing faxes from us
- We have screened their numbers against the Fax Preference Service (FPS)

# At-a-glance guide to the marketing rules

Method of communication	Individual consumers (plus sole traders and partnerships)	Business-to-business (companies and corporate bodies)
Live calls	<ul style="list-style-type: none"><li><input type="checkbox"/> Screen against the Telephone Preference Service (TPS)</li><li><input type="checkbox"/> Can opt out</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Screen against the Corporate Telephone Preference Service (CTPS)</li><li><input type="checkbox"/> Can opt out</li></ul>
Recorded calls	<ul style="list-style-type: none"><li><input type="checkbox"/> Consumer must have given caller specific consent to make recorded marketing calls.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Consumer must have given caller specific consent to make recorded marketing calls.</li></ul>
Emails or texts	<ul style="list-style-type: none"><li><input type="checkbox"/> Consumer must have given sender specific consent to send marketing emails/texts.</li><li><input type="checkbox"/> Or soft opt-in (previous customer, our own similar product, had a chance to opt out)</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Can email or text corporate bodies</li><li><input type="checkbox"/> Good practice to offer opt out</li><li><input type="checkbox"/> Individual employees can opt out</li></ul>
Faxes	<ul style="list-style-type: none"><li><input type="checkbox"/> Consumer must have given sender specific consent to send marketing faxes</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Screen against the Fax Preference Service (FPS)</li><li><input type="checkbox"/> Can opt out</li></ul>
Mail	<ul style="list-style-type: none"><li><input type="checkbox"/> Name and address obtained fairly</li><li><input type="checkbox"/> Can opt out</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Can mail corporate bodies</li><li><input type="checkbox"/> Individual employees can opt out</li></ul>