

Questions

- Q1 The code will address the changes in data protection legislation and the implications for direct marketing. What changes to the data protection legislation do you think we should focus on in the direct marketing code?

Clearer guidance for the B2B marketing sector.  
Clearer guidance on marketing based on legitimate interests.

- Q2 Apart from the recent changes to data protection legislation are there other developments that are having an impact on your organisation's direct marketing practices that you think we should address in the code?

Yes

x No

- Q3 If yes please specify

- Q4 We are planning to produce the code before the draft ePrivacy Regulation (ePR) is agreed. We will then produce a revised code once the ePR becomes law. Do you agree with this approach?

x Yes

No

Q5 If no please explain why you disagree

Q6 Is the content of the ICO's existing direct marketing guidance relevant to the marketing that your organisation is involved in?

Yes

No

Q7 If no what additional areas would you like to see covered?

Further guidance is necessary on B2B marketing taking into account the DPA18, GDPR and PECR

Q8 Is it easy to find information in our existing direct marketing guidance?

Yes

No

Q9 If no, do you have any suggestions on how we should structure the direct marketing code?

The document is very long, making the guidance interactive on the website instead of a lengthy PDF would make it easier to read and locate sections.

Q10 Please provide details of any case studies or marketing scenarios that you would like to see included in the direct marketing code.

Q11 Do you have any other suggestions for the direct marketing code?

More case studies/scenarios, especially B2B related.

About you

Q12 Are you answering these questions as?

- A public sector worker
- x A private sector worker
- A third or voluntary sector worker
- A member of the public
- A representative of a trade association
- A data subject
- An ICO employee
- Other

If you answered 'other' please specify:

Q13 Please provide the name of the organisation that you are representing.

Q14 We may want to contact you about some of the points you have raised. If you are happy for us to do this please provide your email address:

Thank you for taking the time to share your views and experience.