

12 December 2018

Direct Marketing Code Call for Views  
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Dear Sirs

**PIMFA's<sup>1</sup> response to ICO call for views on a direct marketing code of practice**

As you have already noted in the introduction to the Call for Views, the ICO's existing direct marketing guidance needs to be up-dated to address aspects of the new legislation relevant to direct marketing such as transparency and lawful bases for processing, as well as covering the rules on electronic marketing (for example emails, text messages, phone calls) under PECR.

Here are some general comments that you may want to take into account when updating the text of the Code of Practice:

- Our members have indicated that an area they would be keen for the new code of practice to focus on is the definition of direct marketing as opposed to prospecting and also more detailed guidance on compliance with PERC.
- It would be helpful to have case studies and marketing scenarios setting out practical examples of direct marketing versus personalised prospecting (eg. a targeted list of individuals, carefully chosen versus a "master list" of prospects).

If you have any queries or would like to discuss any of the above further please do not hesitate to contact us.

Yours faithfully



PIMFA

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<sup>1</sup>The Personal Investment Management & Financial Advice Association (PIMFA) is the UK's leading trade association for firms that provide investment management and financial advice to everyone from individuals and families to charities, pension funds, trusts and companies.

Our objective is to create the optimal operating environment for our member firms to deliver their services and meet client's needs. PIMFA also leads the debate on policy and regulatory recommendations to ensure that the UK remains a global centre of excellence in the investment management and financial advice arena.

PIMFA was created in 2017 as the outcome of a merger between the Association of Professional Financial Advisers (APFA) and the Wealth Management Association (WMA) with a history as a trade association going back for 27 years.