

19 July 2023

Ref: IC-242156-K7M9

Request

The request is for the outcome of complaints made in relation to the marketing compliance of Costco.

Your request has been handled under the Freedom of Information Act 2000 (the FOIA). As you are probably aware, this legislation provides public access to recorded information held by a public authority unless an appropriate exemption applies.

Our response

I can confirm that we hold some information within the scope of your request.

I have searched our case management systems for complaints about Costco that relate to their marketing compliance.

From September 2018 to the date of your request, the ICO received 3 complaints relating to nuisance texts and 1 complaint relating to a nuisance call reportedly from Costco.

From September 2022 to the date of your request, the ICO received 26 complaints relating to spam emails reportedly from Costco.

The above complaints were received via our Online Reporting Tool (OLRT). This is used by members of the public to report nuisance calls, messages and emails. We receive thousands of reports every month however, each report is not individually investigated but can be used for gathering intelligence about the practices of different organisations.

As we have not investigated the above calls, messages and emails, we cannot verify that they were in fact calls made by or messages and emails sent from Costco. Accuracy of information is dependent on information submitted by individual consumers, including correctly identifying the company calling them. It is therefore possible that although the complainant has reported that the company was Costco, it may not have been. Nuisance calls and emails may be

made by others purporting to be from a particular organisation, when this is not necessarily the case, or phone numbers may be spoofed.

Having consulted our marketing investigations department, I can confirm that we have not investigated Costco for their marketing compliance.

If you are interested in other types of complaints to made to the ICO, such as data protection complaints, please let us know.

We publish statistics on [Nuisance calls and messages](#) on our website, along with guidance on what you can do about [Spam emails](#).

This concludes our response to your information request.

In the event you are unhappy with this response, I have outlined the next steps that you can take below.

Next steps

You can ask us to review our response. Please let us know in writing if you want us to carry out a review. Please do so within 40 working days.

You can read a copy of our full review procedure [here](#).

If we perform a review but you are still dissatisfied, you can complain to the ICO as regulator of the FOIA. This complaint will be handled just like a complaint made to the ICO about any other public authority.

You can [raise a complaint through our website](#).

Your rights

Our [privacy notice](#) explains what we do with the personal data you provide to us and what your rights are, with a specific entry, for example, for [an information requester](#). Details of our retention policy can be found [here](#).

Yours sincerely



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For information about what we do with personal data see our [privacy notice](#)



Information Commissioner's Office