

26 July 2024

ICO case reference– IC-318731-L6T3

Request for Information

Further to our acknowledgement of 10 July 2024 we are now in a position to respond to your request for information to the Information Commissioner's Office (ICO).

Request

You asked us: *"In relation to the following companies:
:: Bark.Com UK Global Limited; and
:: Bark.Com Global Limited*

Please let me know how many complaints you have received in relation to breaches of PECR and/or DPA and/or UK GDPR; and whether these complaints have been upheld; and whether any enforcement action has been taken, or warnings or advice issued".

We received your request on 10 July 2024.

We have handled your request under the Freedom of Information Act 2000 (the FOIA).

Our response

We searched our electronic case management systems for all data protection complaints received by the ICO about Bark.Com UK Global Limited and Bark.Com Global Ltd.

It may be helpful to explain that records held by the ICO are regularly disposed off in line with our [Retention and Disposal Policy](#). Complaint files are normally held for 2 years. This means that complaints received more than 2 years ago have been erased in line with this policy. However, we have provided all of the information in scope of your request that we do hold.

Our records show that we have received 18 complaints about DPA and GDPR where the party submitted about is Bark.Com Global UK Limited. There are 17

complaints where the party submitted about is recorded as Bark.Com UK Global Limited and there is one complaint where party submitted about is shown as Bark.com.

Out of these eighteen cases there are 8 cases where the recorded outcome is "Informal Action taken" and there are 9 cases where the outcome is "No further action". One of the cases is still unassigned so there is no outcome on that case.

You may be interested to know that we do routinely publish details of the complaints that we have received in our complaints and concerns datasets. This information is available on our website here: [Data protection complaints - data sets | ICO](#)

The guide to the outcome can be found on our website under the heading further reading [case-outcome-descriptions-dp-complaints.pdf \(ico.org.uk\)](#).

I can confirm that no enforcement action has been taken on any of these cases.

In addition to these we have information which has been reported to the ICO on ICO's online reporting tool for PECR [Nuisance calls and messages | ICO](#) (SMS, Nuisance calls and Emails).

The question about who called or sent the SMS, email or phone call is a free text option therefore we have searched for the keyword 'Bark' in the organisation name.

Our searches show that there are 3 submissions on our online reporting tool for spam text messages, 3 for nuisance telephone calls and sixteen for unsolicited emails.

This concludes our response to your request. We hope you find this information useful.

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](#) on our website.

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 information

Our [privacy notice](#) explains what we do with the personal data you provide to us, and sets out [your rights](#). Our [Retention and Disposal Policy](#) details how long we keep information.

Yours sincerely