

Direct marketing advice generator - User experience survey

1. Introduction

Now you have used the ICO's direct marketing advice generator, we'd love to hear your thoughts.

We would appreciate feedback about your experience of using the advice generator. The rest of the survey is structured as follows:

- Section 2: Your thoughts on the direct marketing advice generator
- Section 3: Your previous approach
- Section 4: About your organisation
- Section 5: Final comments

The survey should take around 10 minutes to complete.

If you have any questions or difficulties, please contact: sme.engagements@ico.org.uk

Your responses to this survey are anonymous (unless you choose to include your contact information in the final question).

The questions we ask are not to test your compliance with data protection law and we will not use any of the information you share with us for any purpose other than to inform this project. To find out how we use your information when you fill in an ICO survey, view our [privacy notice](#).

Should we receive an FOI request for your response, where possible, we will seek to consult with you for your views on the disclosure of this information before any decision is made.

Please note that we are using the platform SmartSurvey to gather this information. Any data collected by SmartSurvey for the ICO is stored on UK servers. You can read their Privacy Policy and Notice [here](#).

1. Are you happy to proceed?

☐ I'm happy to proceed.

2. Your thoughts on the direct marketing advice generator

This section asks about your experience using the ICO's direct marketing advice generator.

2. Overall, how satisfied were you with your experience using the service?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Dissatisfied
- ☐ Very dissatisfied
- ☐ Unsure / don't know

Please explain your response.

3. How has the advice generator impacted on how confident you are about the actions you need to take?

- ☐ Very positively, I'm now completely confident
- ☐ Positively, although there are still some things I'm not confident about
- ☐ Neutral, the tool hasn't impacted on how confident I am
- ☐ Negatively, I'm less confident than I was before
- ☐ Very negatively, I'm now not confident at all
- ☐ Other (please specify):

Please explain your response.

4. Roughly how much time did it take you to use the advice generator? If there were multiple people using it, please state the total time for all those involved.

5. What, if any, do you think are the benefits of using the advice generator? Choose all that apply.

- ☐ Increased confidence that we're providing a compliant service / product
- ☐ Saves us time and/or money
- ☐ Reduced legal or advisory costs
- ☐ Gained the confidence to start carrying out direct marketing for the first time
- ☐ Other (please specify):

6. What could we do to improve your experience using this service in the future?

3. Your previous approach

This section asks about your actions around direct marketing before using the ICO's direct marketing advice generator.

7. How did you typically determine actions or clarify your position around direct marketing before using the advice generator? Choose all that apply.

- ☐ Contacted the ICO
- ☐ Used the ICO's online resources
- ☐ Paid for external advice (e.g. legal advice)
- ☐ Used other free external advice
- ☐ Used dedicated in-house resource (e.g. internal legal support)
- ☐ Other (please specify):

8. How much do you think using this advice generator has or will save your organisation, either in terms of staff time or in pounds (if at all)? A rough estimate is adequate.

4. About your organisation

9. Under the Data Protection (Charges and Information) Regulations 2018, organisations (including sole traders) that process personal data need to pay a data protection fee to the Information Commissioner's Office (ICO), unless they are exempt.

Are you registered with the ICO?

This question is optional and is not being used to test your compliance with data protection law.

☐ Yes

☐ No

10. Are you answering as:

☐ A private sector organisation

☐ A public sector organisation

☐ A charity or third sector organisation

☐ Other (please specify):

11. How would you describe your organisation's size?

☐ Zero employees / Sole trader

☐ 1 to 9 members of staff

☐ 10 to 49 members of staff

☐ 50 to 249 members of staff

☐ 250 to 499 members of staff

☐ 500 or more members of staff

12. Which regions of the UK is your organisation based in? Choose all that apply.

- ☐ East Midlands
- ☐ East of England
- ☐ London
- ☐ North East
- ☐ North West
- ☐ Northern Ireland
- ☐ Scotland
- ☐ South East
- ☐ South West
- ☐ Wales
- ☐ West Midlands
- ☐ Yorkshire and the Humber
- ☐ Unsure / Don't know

13. Which of these best describes the main sector your organisation operates in?

- ☐ Agriculture, Forestry and Fishing
- ☐ Mining and Quarrying
- ☐ Manufacturing
- ☐ Electricity, gas, steam and air conditioning supply
- ☐ Water supply, sewerage, waste management and remediation activities
- ☐ Construction
- ☐ Wholesale and retail trade; repair of motor vehicles and motorcycles
- ☐ Transportation and storage
- ☐ Accommodation and food service activities
- ☐ Information and communication
- ☐ Financial and insurance activities
- ☐ Real estate activities
- ☐ Professional, scientific and technical activities
- ☐ Administrative and support service activities
- ☐ Public administration and defence; compulsory social security
- ☐ Education
- ☐ Human health and social work activities
- ☐ Arts, entertainment and recreation
- ☐ Other service activities
- ☐ Don't know / unsure
- ☐ Other (please specify):

5. Final comments

14. We may wish to contact you for further details on your response. If you are happy to be contacted please provide an email address below.

15. Before completing this survey, do you have any final comments you have not made elsewhere?