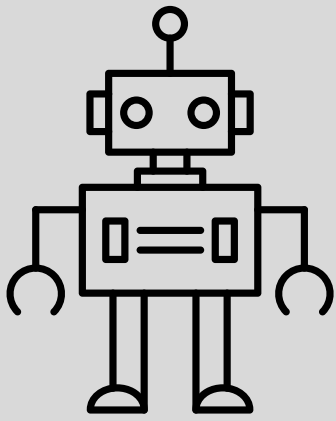


PECR SUMMARY



RULES FOR MARKETING

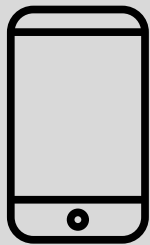


19: AUTOMATED CALLS

SPECIFIC CONSENT!

21: LIVE CALLS

CONSENT OR LEGITIMATE INTEREST
Must screen against Telephone Preference Service or Corporate Telephone Preference Service if Legitimate Interest

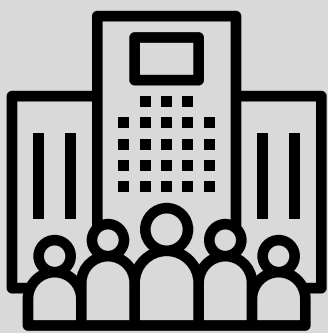


22: TEXT AND EMAIL

CONSENT - can also use soft opt-in
Does not apply to corporate users

SOFT OPT-IN

- Data obtained during sale / negotiations for a sale
- Opt-out offered every time including at start
- Messages offer similar products and services

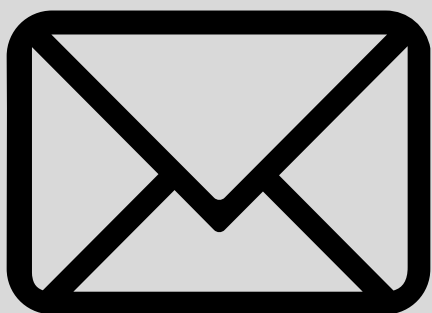
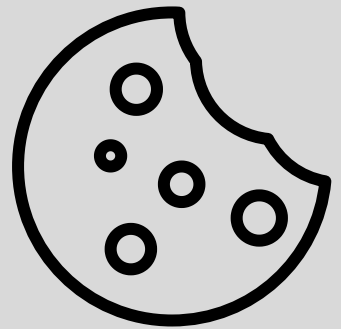


CORPORATE SUBSCRIBER

The email address is owned by the employer, institution or organisation, not the individual person (GDPR still applies to corporate subscriber emails)

6: COOKIES

You need consent for any cookie that isn't necessary for a service requested by the user or for security purposes



WHAT ABOUT POST?

PECR doesn't apply - just look at the GDPR implications

GET DATA PROTECTION RIGHT

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TRAINING