

# Quick Guide: Marketing Rules

## Calls

### Live Calls

- Treated as personal data
- GDPR rules apply
- PECR rules apply to marketing - can't market:
  - To anyone who has opted out
  - To anyone registered with TPS or CTPS unless consented
- Stricter rules for claims management and pensions



### Recorded Calls

- Treated as personal data
- GDPR rules apply
- PECR rules apply to marketing
- Need specific consent to receive automated calls



## Emails & texts

### Sole traders, partners

- Treated as personal data
- GDPR rules apply
- Same rules as consumers



### Individuals in business

- Treated as personal data
- GDPR rules apply
- PECR rules apply to marketing:
  - needs to be relevant
  - provide opt out
  - individual hasn't already opted out



### Generic business data

- GDPR doesn't apply
- PECR rules apply to marketing:
  - provide opt out
  - company hasn't already opted-out



## Mail

- Can mail consumers provided name and address obtained fairly
- Can mail corporate bodies
- Anyone can opt out

