

The ICO's new Direct Marketing Code

February 17, 2020

Nick Graham, Partner, and Monika Sobiecki, Senior Associate, in our London Privacy and Cybersecurity Group, have recently authored an article for the Privacy & Data Protection journal, where they examine the changes introduced in the ICO's new draft Code of Practice on Direct Marketing.

On 8th January 2020, the UK Information Commissioner's Office ('ICO') began consulting on a new draft Direct Marketing Code of Practice ('the Code'). The draft Code is both clear and practical in its approach, clarifying direct marketing rules for a General Data Protection Regulation ('GDPR') world, and introducing guidance on new technology such as custom audiences and 'lookalike' audiences. This article focuses on the significant changes as set out in the new draft Code.

You can download the full article [here](#).

Your Key Contacts



Nick Graham

Partner, London

D +44 20 7320 6907

M +44 7795 618 315

nick.graham@dentons.com



Monika Sobiecki

Senior Associate, London

D +44 20 7320 6342

monika.sobiecki@dentons.com