
STATUTORY INSTRUMENTS

1999 No. 2093

**The Telecommunications (Data
Protection and Privacy) Regulations 1999**

PART V

**USE OF TELECOMMUNICATIONS SERVICES
FOR DIRECT MARKETING PURPOSES**

Use of automated calling systems for direct marketing purposes—communications on lines of individual or corporate subscribers

22.—(1) This regulation applies in relation to the use of publicly available telecommunications services by means of an automated calling system (that is to say, a system which, when activated, operates to make calls without human intervention) for the communication of material for direct marketing purposes, whether the called line is that of a subscriber who is an individual or that of a corporate subscriber.

(2) A person shall not use, or instigate the use of, publicly available telecommunications services, and a subscriber to such services shall not permit his line to be used, as mentioned in paragraph (1), except where the called line is that of a subscriber who has previously notified the caller that for the time being he consents to such communications as are there mentioned being sent by, or at the instigation of, the caller in question on that line.