## STATUTORY INSTRUMENTS

## 2003 No. 2426

## The Privacy and Electronic Communications (EC Directive) Regulations 2003

## Use of electronic mail for direct marketing purposes where the identity or address of the sender is concealed

- **23.** A person shall neither transmit, nor instigate the transmission of, a communication for the purposes of direct marketing by means of electronic mail—
  - (a) where the identity of the person on whose behalf the communication has been sent has been disguised or concealed; or
  - (b) where a valid address to which the recipient of the communication may send a request that such communications cease has not been provided.