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STATUTORY INSTRUMENTS

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**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.