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STATUTORY INSTRUMENTS

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**2003 No. 2426**

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

**Information to be provided for the purposes of regulations 19, 20 and 21**

**24.—(1)** Where a public electronic communications service is used for the transmission of a communication for direct marketing purposes the person using, or instigating the use of, the service shall ensure that the following information is provided with that communication—

- (a) in relation to a communication to which regulations 19 (automated calling systems) and 20 (facsimile machines) apply, the particulars mentioned in paragraph (2)(a) and (b);
  - (b) in relation to a communication to which regulation 21 (telephone calls) applies, the particulars mentioned in paragraph (2)(a) and, if the recipient of the call so requests, those mentioned in paragraph (2)(b).
- (2) The particulars referred to in paragraph (1) are—
- (a) the name of the person;
  - (b) either the address of the person or a telephone number on which he can be reached free of charge.