
STATUTORY INSTRUMENTS

2002 No. 2013

The Electronic Commerce (EC Directive) Regulations 2002

Commercial communications

7. A service provider shall ensure that any commercial communication provided by him and which constitutes or forms part of an information society service shall—

- (a) be clearly identifiable as a commercial communication;
- (b) clearly identify the person on whose behalf the commercial communication is made;
- (c) clearly identify as such any promotional offer (including any discount, premium or gift) and ensure that any conditions which must be met to qualify for it are easily accessible, and presented clearly and unambiguously; and
- (d) clearly identify as such any promotional competition or game and ensure that any conditions for participation are easily accessible and presented clearly and unambiguously.