

Section 11 Notice

Data Protection Act 1998

NOTICE WITH REGARD TO THE PROCESSING OF PERSONAL DATA FOR THE PURPOSES OF DIRECT MARKETING

Applicant name:	Jessica House
FOI Request Reference:	909.1371

We, the undersigned, hereby give written Notice to the above named and related business that we object to our personal data being used for the purposes of direct marketing as of the date of this Notice. Please note that this applies to communications by electronic **and** non-electronic means.

Section 11(3) of the Data Protection Act defines "direct marketing" as *"the communication (by whatever means) of any advertising or marketing material which is directed to particular individuals"*.

This definition covers **any** advertising or marketing material, not just commercial marketing. All promotional material falls within this definition. It will also cover any messages which include some marketing elements, even if that is not their main purpose. The definition also covers any means of communication. It is not limited to traditional forms of marketing such as telesales or mailshots, and can extend to online marketing, social networking or other emerging channels of communication.

Signed:

Brendan Lee
David Graham
David Bird

Date: 01.11.2016