

## UK Telemarketers Punished for Making Nuisance Calls

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The UK Information Commissioner's Office (ICO) has issued enforcement notices against two companies that were making "nuisance" marketing calls. One of the companies had hired the other to carry out a marketing campaign on its behalf. The company carrying out the campaign had contacted people who had registered with the Telephone Preference Service (which is not permitted under UK law). Callers from the company had also routinely tried to hide their identity by telling people that they were calling from another company. The company that had hired the marketing company was also criticised for not taking steps to ensure that the marketing company they had hired was complying with the requirements of the Data Protection Act and the Electronic Communications Regulations.

**TIP: Companies operating in the UK should be aware of the rules on marketing, especially phone-based marketing. They should ensure that they, and others who are hired to carry out marketing activities on their behalf, comply. The ICO has published useful [guidance](#) that explains the relevant legal requirements.**

1 Min Read

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