

Worcester Students' Union (WSU) commits, as part of its Data Protection and Information Security Policy, to comply with the Privacy and Electronic Communications Regulations (PECR)

PECR covers the following:

- Electronic marketing, including marketing calls, texts, emails, and faxes.
- The use of Cookies to track information about people accessing a website.
- Security of public electronic communications services.
- Privacy of customers using communications networks or services with regards to location data, itemised billing, and directory listings.

The two areas that relate to WSU are electronic marketing and cookies.

Electronic Marketing

- PECR restrict all unsolicited marketing through any electronic means. Specific consent is therefore needed to send marketing communications.
- Genuine market research (e.g. The Big Worc Survey) does not count as direct marketing.
- Opt-in is needed in order to receive consent for marketing communications.
- Correspondence with customers providing information on a service is not considered direct marketing.
- Email marketing is allowed if an individual is "*an existing customer who bought a similar product or service from you in the past*", and if they have an easy way to opt out of messages.

Cookies

- PECR dictate that if using cookies, we need to tell people they are there, explain why we use cookies, and give users an option to refuse cookies.