



Data Protection Act 1998

1998 CHAPTER 29

PART II

RIGHTS OF DATA SUBJECTS AND OTHERS

11 Right to prevent processing for purposes of direct marketing

- (1) An individual is entitled at any time by notice in writing to a data controller to require the data controller at the end of such period as is reasonable in the circumstances to cease, or not to begin, processing for the purposes of direct marketing personal data in respect of which he is the data subject.
- (2) If the court is satisfied, on the application of any person who has given a notice under subsection (1), that the data controller has failed to comply with the notice, the court may order him to take such steps for complying with the notice as the court thinks fit.
- (3) In this section “direct marketing” means the communication (by whatever means) of any advertising or marketing material which is directed to particular individuals.