

---

STATUTORY INSTRUMENTS

---

**1999 No. 2093**

**The Telecommunications (Data  
Protection and Privacy) Regulations 1999**

**PART V**

**USE OF TELECOMMUNICATIONS SERVICES  
FOR DIRECT MARKETING PURPOSES**

**Application and interpretation of Part V**

**21.**—(1) This Part shall apply in relation to the use of publicly available telecommunications services for direct marketing purposes.

(2) Any reference in this Part to direct marketing is a reference to the communication of any advertising or marketing material on a particular line.

(3) In this Part, “caller” means a person using publicly available telecommunications services for direct marketing purposes, except that where such services are so used at the instigation of some other person “caller” means that other person.

(4) In regulations 26(3) and 27(5) and (6), “directory of subscribers” means a directory of subscribers to publicly available telecommunications services, whether in printed form or in electronic form, which is made available to the public or a section of the public and, in relation to such a directory, “producer” means the person by whom the directory is published or prepared.