

[REDACTED]

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**From:** [REDACTED]@iris-worldwide.com >  
**Sent:** 16 January 2020 16:26  
**To:** directmarketingcode  
**Subject:** Suggested change to wording

External: This email originated outside the ICO.

Hi,

I don't know if it's just because it's been a long week, but staff in our office struggled to understand the below language in the example on page 33. As such, I'd suggest the highlighted amend:

- *Example: Joining a retailer's loyalty scheme comes with access to money-off vouchers. Clearly there is some incentive for people to consent to marketing. However the fact that this benefit is unavailable to those who do not sign up doesn't amount to a detriment for refusal and so the consent would be valid*

Thanks,

[REDACTED]

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