

Oct. 9, 2020

#### U.K. Fines Software Consultant for Violations of Anti-Spam Provisions

The United Kingdom's Information Commissioner's Office (ICO) announced yesterday that it had [fined](#) Studio MG Ltd. 40,000 pounds sterling (US\$52,082) for sending as many as 9,000 unsolicited marketing e-mails touting the sale of face masks during the COVID-19 pandemic without the consent of recipients.

According to an ICO [news release](#), Studio MG, a London-based software consultancy, sent the offending e-mails in April 2020. The ICO's investigation found that Studio MG was not in the business of selling personal protective equipment but that the company's director had decided to buy face masks to sell subsequently at a profit. Studio MG did not provide the ICO with any evidence that it had permission to contact the people on its mailing list, in violation of the Privacy and Electronic Communications Regulations 2003 (PECR). In its [enforcement notice](#), the ICO ordered Studio MG to stop any such activities within 30 days.

"The ICO has investigated a number of companies during the pandemic with the aim of protecting people from being exploited by unlawful marketing attempts. Nuisance e-mails are never welcome at any time, but especially when people may be feeling vulnerable or worried and their concerns heightened," said Andy Curry, ICO's head of investigations. "We pursued this case because the company broke the law and invaded people's privacy. We will take action where we find systematic flouting of the law and evidence of companies trying to make money from people via nuisance marketing." —Tony Foley, [thomas.foley@wolterskluwer.com](mailto:thomas.foley@wolterskluwer.com)

TelemarketingSpam InternationalNews Covid19

*Copyright © 2020 CCH Incorporated, All Rights Reserved*