

# International Marketing Laws

Country	Legal Citation	Email & SMS Requirements	Phone Requirements	Prior Relationship Exception
Australia	<p>Do Not Call Register Act 2006 (DNCRA).</p> <p>The Spam Regulations 2021 (SR 2021), made under Section 47 of the Spam Act 2003 (Spam Act).</p>	<p>Consent required unless (1) it is reasonable to infer consent (e.g., existing or recent business relationship) or (2) recipient conspicuously published their email address without a statement that they do not wish to receive marketing messages and the message is relevant to the individual's business or official capacity.</p>	<p>Phone calls with a live individual only. Automated phone calls fall under the same category as email &amp; SMS</p> <p>Consent not required unless recipient is listed in the national do not call registry. Calls may be made even to a registered number if recipient has existing relationship with caller. Numbers used exclusively for business are not eligible for registry and may be called.</p>	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>**Country-specific requirements in bold below.</b></p> <p>None, but it may be reasonable to infer consent for sending electronic mail based on existing or recent business relationship and similar factors.</p>
Austria	<p>§ 174 of the Telecommunications Act (Telekommunikationsgesetz 2021, TKG)</p>	<p>Consent required unless the prior relationship exception applies.</p>	<p>Consent required.</p>	<p>Standard prior relationship exception for sending electronic mail, but also must consider whether addressee rejected marketing communications <b>by being entered in the list specified in Section 7 (2) of the E-Commerce Act.</b></p>

Country	Legal Citation	Email & SMS Requirements	Phone Requirements	Prior Relationship Exception
Belgium	<p>Article XII.13 of the Code of Economic Law</p> <p>Royal Decree of 4 April 2003 regulating advertising by electronic mail</p>	Consent required unless (1) prior relationship exception applies, or (2) if communication sent to an impersonal email address, such as contact@zoominfo.com.	<p>Phone calls with a live individual only. Automated phone calls fall under the same category as email &amp; SMS</p> <p>Consent not required unless recipient is listed in the national do not call registry.</p>	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>**Country-specific requirements in bold below.</b></p> <p>Standard prior relationship exception for sending electronic mail.</p>
Bulgaria	Electronic Communications Act, Chapter 15, Section III, Article 261	Prior consent required unless prior relationship exception applies	Consent required unless prior relationship exception applies.	<p>Consent for sending electronic mail or <b>telemarketing</b> not necessary if</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information directly from addressee in context of a customer sale/ service;</li> <li>2. Message is for marketing sender's own similar product/ service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at the time of <b>the conclusion of the original transaction</b> and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication <b>at the conclusion of the original transaction.</b></li> </ol>

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Canada	<p>Canada Anti-Spam Legislation (CASL)</p> <p>Unsolicited Telecommunications Rules</p> <p>Canadian Radio-Television and Telecommunications Commission FAQs on CASL</p>	<p>Consent required unless</p> <ol style="list-style-type: none"> <li>1. prior relationship exception applies, or</li> <li>2. the recipient has conspicuously published their email address and               <p>(a) the publication does not include a statement that recipient does not want to receive marketing messages and (b) the communication is relevant to the recipient's business or functions in a business or official capacity.</p> </li> </ol>	<p>Phone calls with a live individual only. Automated phone calls fall under the same category as email &amp; SMS</p> <p>Consent not required unless recipient is listed on the national do not call registry. Must provide opportunity to opt-out. Even if on registry, consent not required if prior relationship exception applies.</p>	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>**Country-specific requirements in bold below.</b></p> <p><b>Prior relationship exception applies where addressee and person who sent communication or caused or permitted it to be sent have a business relationship arising from</b></p> <ol style="list-style-type: none"> <li><b>1. Purchase/lease of product/goods/service/land/ interest in land within the two-year period immediately before the day on which the communication was sent;</b></li> <li><b>2. Acceptance by the addressee within that two-year period of a business/investment/gaming opportunity offered by those persons;</b></li> <li><b>3. Bartering of anything mentioned in (1) between the addressee and those persons;</b></li> <li><b>4. A written contract between the addressee and those persons in respect of any other matter besides those in (1-3), if the contract is currently in existence or expired within that two-year period; or</b></li> <li><b>5. An inquiry or application made by the addressee to any of those persons in respect of anything mentioned in (1-3) within the six-month period immediately before the day on which the message was sent.</b></li> </ol> <p><b>Prior relationship transfers with the sale of the business.</b></p>

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Croatia	Electronic Communications Act, Article 107	Consent required unless prior relationship exception applies	Consent not required unless making automated phone calls.	Standard prior relationship exception for sending electronic mail.
Cyprus	The Regulation of Electronic Communications and Postal Services Law (Law 112(I)/2004)	Consent required unless (1) prior relationship exception applies or (2) the recipient has stated in the Cyprus Phonebook Database that they wish to receive such messages.	Consent required.	Standard prior relationship exception for sending electronic mail.
Czech Republic	Act on Certain Information Society Services (480/2004 Coll.)  Act on Electronic Communications (127/2005 Coll.), section 96	Consent required unless prior relationship exception applies.	Consent not required unless recipient is listed in the national do not call registry.	Standard prior relationship exception for sending electronic mail.
Denmark	Danish Marketing Practices Act no. 426 of 3 May 2017, article 10	Consent required unless prior relationship exception applies.	Consent not required unless recipient is listed in the national do not call registry.	Standard prior relationship exception for sending electronic mail.
Estonia	Electronic Communications Act  Law of Obligations Act, Section 60	Consent required unless (1) prior relationship exception applies, or (2) if communication sent to an impersonal email address, such as contact@zoominfo.com, and recipient given opportunity to opt-out.	Consent required unless marketed product/service is substantially related to recipient's work duties.	Standard prior relationship exception for sending electronic mail, plus <b>addressee must be able to exercise right to refuse over electronic communications network.</b>

Country	Legal Citation	Email & SMS Requirements	Phone Requirements	Prior Relationship Exception
<b>Finland</b>	<p>Information Society Code (917/2014), Chapter 24, Sections 200-202</p> <p>Data Protection Ombudsman FAQs on Direct Marketing</p>	<p>Consent required unless (1) prior relationship exception applies, (2) marketed product/service is substantially related to the recipient's work duties and recipient is given opportunity to opt-out, or (3) if communication sent to an impersonal email address, such as contact@zoominfo.com, and recipient given opportunity to opt-out.</p>	<p>Phone calls with a live individual only. Automated phone calls fall under the same category as email &amp; SMS</p> <p>Consent required unless (1) marketed product/service is substantially related to recipient's work duties, and (2) recipient is given opportunity to opt-out.</p>	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>**Country-specific requirements in bold below.</b></p> <p>Standard prior relationship exception for sending electronic mail, defined specifically as applying to <b>email, text, voice, sound or image messages.</b></p>
<b>France</b>	<p>Article L34-5 of the Postal and Electronic Communications Code</p> <p>CNIL's 28 December 2018 guidance on commercial prospecting by email</p> <p>Article L121-34 of the Law on Consumer Protection</p>	<p>Consent required unless (1) prior relationship exception applies, (2) marketed product/service is related to the recipient's profession and at the time the information was collected, recipient was informed it would be used for marketing purposes and was given opportunity to opt-out, or (3) if communication sent to an impersonal email address, such as legal@zoominfo.com or support@zoominfo.com.</p>	<p>Consent not required unless recipient is listed in the national do not call registry.</p>	<p>Standard prior relationship exception for sending electronic mail.</p>

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Germany	<p>§ 7. of the "Gesetz gegen den unlauteren Wettbewerb" (Law Against Unfair Competition)</p> <p>"Gesetzes zur Regelung des Datenschutzes und des Schutzes der Privatsphaere in der Telekommunikation und bei Telemedien" (Law Regulating Data Protection and the Protection of Privacy in Telecommunications and Telemedia)(TTDSG)</p>	Consent required unless prior relationship exception applies. Consent must be by double opt-in, which is a two stage process where two separate actions are required. For example, signing up to a newsletter mailing list on a website and then confirming consent by clicking on a link in an email.	Consent required. Prior relationship exception does not apply to phone calls, but only implied consent is required. Implied consent is met if recipient could reasonably be expected to be interested in the marketed product or service.	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>**Country-specific requirements in bold below.</b></p> <p>Standard prior relationship exception for sending electronic mail, but <b>law specifies that only costs allowed for opt-out are transmission costs in accordance with basic rates.</b></p>
Greece	Article 11 of Law 3471/ 2006	Consent required unless prior relationship exception applies.	Consent required if the individual or business has indicated to their provider of publicly available electronic communications service (i.e., phone service providers) that they do not wish to receive such communications. Otherwise, consent not required, but opportunity to opt-out must be provided.	Standard prior relationship exception for sending electronic mail, but the prior relationship may have been in the context of a customer sale/service or <b>other transaction.</b>

Country	Legal Citation	Email & SMS Requirements	Phone Requirements	Prior Relationship Exception
Hungary	<p>“Act XLVIII of 2008 on the Basic Requirements and Certain Restrictions of Commercial Advertising Activities (Advertising Act).</p> <p>Act CVIII of 2001 on Electronic Commerce and on Information Society Services (E-commerce Act).</p> <p>Act C of 2003 on Electronic Communications”</p>	Prior consent required.	None	<p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p>**Country-specific requirements in bold below.</p>
Ireland	<p>The European Communities (Electronic Communications Networks and Services) (Privacy and Electronic Communications) Regulations 2011, Section 13</p>	<p><b>Email:</b> Consent required unless (1) prior relationship exception applies, or (2) if communication is sent to an email address used in context of a commercial or official activity, communication relates solely to the commercial or official activity, and recipient is given opportunity to opt-out.</p> <p><b>SMS:</b> Consent required.</p>	<p><b>Landlines:</b> Consent not required unless recipient has opted out of direct marketing directly or in the National Directory Database.</p> <p><b>Mobile:</b> Consent required.</p>	<p>Standard prior relationship exception for sending electronic mail, plus following requirements. Contact details must have been obtained in compliance with data privacy requirements. Prior sale or service must have occurred not more than 12 months prior to sending of marketing communication or, where applicable, <b>contact details must have been used for sending direct marketing email within that 12-month period.</b></p>
Iceland	Electronic Communications Act No 81/2003	Consent required unless prior relationship exception applies.	Consent not required unless recipient is listed in the national do not call registry.	<p><b>“Consent for sending electronic mail not necessary if</b></p> <ol style="list-style-type: none"> <li><b>1. addressee's contact information was obtained in context of the sale of a product/service;</b></li> <li><b>2. addressee was given opportunity to object to such use of contact information free of charge at the time of collection and each time a message is sent; AND</b></li> <li><b>3. customer has not refused such use.</b></li> </ol>

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Israel	<p>Communications Law (Telecommunications and Broadcasting), 1982 (the "Anti Spam Act"), Section 30A.</p> <p>Registry for Limiting Marketing Messages ("Do Not Call Me Law"), authorized by amendment to the Consumer Protection Law.</p>	<p>Consent required unless (1) prior relationship exception applies, or (2) communication is sent to a business as a one-time opt-in offer seeking consent to receive commercial advertisements and this communication does not, itself, include an advertisement.</p>	<p>Consent not required unless recipient is listed in the national do not call registry. Calls may be made even to registered number if recipient explicitly consented to telemarketing or has ongoing transaction with caller.</p>	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p>**Country-specific requirements in bold below.</p> <p><b>Consent for sending electronic mail not necessary if</b></p> <ol style="list-style-type: none"> <li><b>1. Sender received addressee's contact information directly from addressee in context of a customer sale/service or negotiations for such sale/service;</b></li> <li><b>2. Sender advised addressee that details would be used for sending an advertisement by fax, automatic dialing system, email, or SMS;</b></li> <li><b>3. Sender gave addressee opportunity to refuse advertisement, in general or of a particular type;</b></li> <li><b>4. Addressee has not rejected the communication; AND</b></li> <li><b>5. Advertisement refers to a product/service of a similar type to that previously purchased/negotiated.</b></li> </ol>
Italy	<p>The Italian Personal Data Protection Code (Legislative Decree No. 196 of 30 June 2003) as amended by Legislative Decree No. 101 of 10 August 2018, Chapter X, Section 130</p>	<p>Consent required unless prior relationship exception applies.</p>	<p>Consent not required if (1) the recipient's phone number is listed in the public telephone directory, and (2) the phone number is not enrolled in the national do not call registry.</p>	<p>Standard prior relationship exception for sending electronic mail.</p>



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Latvia	Law on Information Society Services, dated 4 November 2004	Consent required unless (1) prior relationship exception applies, or (2) if communication sent to an impersonal email address, such as contact@zoominfo.com, and recipient is given opportunity to opt-out.	Consent required.  Phone calls with a live individual only. Automated phone calls fall under the same category as email & SMS	<p>Prior Relationship Exception</p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>**Country-specific requirements in bold below.</b></p> <p>Standard prior relationship exception for sending electronic mail, plus addressee must be able to refuse marketing <b>by submitting an application or sending the notification electronically.</b></p>
Liechtenstein	Law of 17 March 2006 on Electronic Communications  DPA guidance on direct marketing	Consent required unless (1) prior relationship exception applies, or (2) communication is sent as a one-time opt-in offer seeking consent to receive commercial advertisements and this communication informs recipient of right to refuse further communications and revoke consent.	Consent required unless (1) recipient is listed in a public telephone directory or business directory, and (2) recipient has not added an exclusion regarding use for advertising purposes.	Standard prior relationship exception for sending electronic mail.
Lithuania	Law on Legal Protection of Personal Data 1996.  Law on Electronic Communications 2004.  Law on Advertising 2000	Consent required unless prior relationship exception applies.	Consent required unless prior relationship exception applies.	Standard prior relationship exception for sending electronic mail. <b>The Law on Legal Protection of Personal Data includes similar language on using personal data for direct marketing, generally, so same PRE terms apply to phone calls.</b>
Luxembourg	Law of 30 May 2005 on electronic communications networks and services.	Consent required unless (1) prior relationship exception applies, or (2) if communication sent to an impersonal email address, such as contact@zoominfo.com, and recipient given opportunity to opt-out.	Consent required.	Standard prior relationship exception for sending electronic mail.

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Malta	Processing of Personal Data (Electronic Communications Sector) Regulations – – Subsidiary Legislation 586.01 the “Regulations”.	Consent required unless prior relationship exception applies.	Consent not required. Must provide opportunity to opt-out.	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p>**Country-specific requirements in bold below.</p> <p><b>Standard prior relationship exception for sending electronic mail.</b></p>
Netherlands	Article 11.7 of the Dutch Telecommunication Act  Code for Telemarketing 2020	Consent required unless (1) prior relationship exception applies, or (2) if (a) communication sent to recipient acting in the exercise of their profession or business using contact information intended and provided for such purposes, or (b) the recipient is a business based outside of the EEA and the applicable country's telemarketing laws are complied with.	Consent required unless (1) recipient is a business whose contact details are published and it's clear the details may be used for telemarketing, (2) the recipient is a business based outside of the EEA and the applicable country's telemarketing laws are complied with, or (3) the prior relationship exception applies. Consent also required where recipient is a sole proprietorship or commercial partnership.	<p>Standard prior relationship exception for sending electronic mail.</p> <p>Standard prior relationship exception for telemarketing, but this exception only applies to <b>telemarketing to prior or current customers within three years from expiration of last service contract or from date of last purchase.</b></p>
Norway	The Marketing Control Act dated 9 January 2009	Consent required unless prior relationship exception applies. Consent must be by double opt-in, which is a two stage process where two separate actions are required. For example, signing up to a newsletter mailing list on a website and then confirming consent by clicking on a link in an email.	Consent not required unless recipient is listed in the national do not call registry. Must provide opportunity to opt-out. Even if recipient listed, may contact if prior relationship exception applies.	Standard prior relationship exemption for sending electronic mail.

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Poland	<p>The Act on e-Services ('e-Services').</p> <p>(Archived English version here.)</p> <p>Telecommunications Law ('Telco').</p>	Consent required unless recipient made their email address available for marketing purposes.	Consent required.	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>**Country-specific requirements in bold below.</b></p> <p>None.</p>
Portugal	Law 41/2004 of August 18 on processing of personal data and the protection of privacy in the electronic communications sector (amended by Law 46/2012 of August 29).	Consent required unless (1) prior relationship exception applies, or (2) communication sent to a business at an impersonal email address, such as contact@zoominfo.com, unless the business is entered into the national do not contact registry. Must provide opportunity to opt-out.	Consent not required unless individual is listed in the national do not contact registry. Must provide opportunity to opt-out.	Standard prior relationship exemption for sending electronic mail.
Romania	Law No. 506/2004 on the processing of personal data and the protection of privacy in the electronic communications sector	Consent required unless prior relationship exception applies.	No legal provisions specifically regulating live marketing by phone. Under GDPR, must provide opportunity to opt-out.	Standard prior relationship exception for sending electronic mail.
Slovakia	Act on Electronic Communications (351/2011 Coll.).	Consent required unless (1) prior relationship exception applies, or (2) if communication sent to an impersonal email address, such as contact@zoominfo.com.	Consent required.	Standard prior relationship exemption for sending electronic mail.

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Slovenia	Electronic Communications Act (Zakon o elektronskih komunikacijah; ZEKom-2) (translatable from Slovenian).	Consent required unless recipient made their email address available for marketing purposes.	Consent required.	None.
Switzerland	Article 3(1)(o) of the Federal Act on Unfair Competition  Article 88 of the Ordinance on Telecommunications Service	Consent required unless prior relationship exception applies.	Consent not required unless recipient not listed in public telephone directory or listed in public telephone directory but with objection to receiving advertising. Must provide opportunity to opt-out.	Standard prior relationship exception for sending electronic mail.
Spain	Law 34/2002 on information society services and electronic commerce (LSSI).  Law 9/2014 on General Telecommunications.	Consent required unless prior relationship exception applies.	Consent not required unless recipient is listed on national do not call registry. Must provide opportunity to opt-out.	Standard prior relationship exception for sending electronic mail, <b>plus addressee must be able to refuse marketing by email or other valid electronic address.</b>

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Sweden	<p>Marketing Practices Act (Sw. marknadsforingslagen (2008:486)).</p> <p>The Electronic Communications Act (Sw. lagen om elektronisk kommunikation (2003:389)) amended 1 October 2019.</p>	<p>Consent required unless (1) prior relationship exception applies, or (2) if communication sent to an impersonal email address, such as legal@zoominfo.com or support@zoominfo.com. Must provide opportunity to opt-out.</p>	<p>Phone calls with a live individual only. Automated phone calls fall under the same category as email &amp; SMS</p> <p>Consent not required. Must provide opportunity to opt-out.</p>	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>**Country-specific requirements in bold below.</b></p> <p>Consent for sending electronic mail not necessary if</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information directly from addressee in context of a customer sale of a product;</li> <li>2. Message is for marketing of sender's own similar product;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol>

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UK	Privacy and Electronic Communications Regulations (PECR)	<p><b>Sole traders and some partnerships:</b> Consent required unless prior relationship exception applies.</p> <p><b>Corporate bodies (company, Scottish partnership, limited liability partnership, government body):</b> Consent not required, but must provide opportunity for individual employees to opt-out.</p>	<p>Phone calls with a live individual only. Automated phone calls fall under the same category as email &amp; SMS</p> <p>Consent required for recipients listed in the national do not call registries (Telephone Preference Service (TPS), and Corporate TPS (CTPS)). Must provide opportunity to opt-out.</p>	<p><b>Prior Relationship Exception</b></p> <p>Standard prior relationship exemption requires:</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information from the addressee in context of a prior sale of goods/services;</li> <li>2. Message is for marketing sender's own similar product/service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p>**Country-specific requirements in bold below.</p> <p>Consent for sending electronic mail not necessary if</p> <ol style="list-style-type: none"> <li>1. Sender received addressee's contact information directly from addressee in context of a customer sale/ service or negotiations for such sale/service;</li> <li>2. Message is for marketing sender's own similar product/ service;</li> <li>3. Addressee has been given clear, free, uncomplicated opportunity to refuse such use of contact information at time of collection and with each message transmission; AND</li> <li>4. Addressee has not rejected the communication from the outset.</li> </ol> <p><b>Law specifies that only costs allowed for opt-out are transmission costs in accordance with basic rates.</b></p>