

CHESTER, ENGLAND, August 21, 2014 **/24-7PressRelease/** -- According to a new industry code developed by the Direct Marketing Association (DMA), companies buying personal data from third parties to use in direct marketing campaigns, must 'satisfy themselves' that the data has been 'properly sourced, permissioned and cleaned'. This new industry code will be rolled out on 18th August and has been developed to 'address concerns about one-to-one marketing such as data sharing'.

The code will stress the need for companies adhering to it to comply with the Data Protection Act, Privacy and Electronic Communications Regulations (PECR) and other legislations relevant to direct marketing activities. It will also include a number of additional rules to moderate marketers' behaviour, including in relation to how they use personal data. The code requires marketers that collect personal data during survey exercises or for research purposes to make it 'conspicuously clear' to individuals where they also intend to use that data for another purpose, such as to market to that individual. The code also explains broadly what marketers have to do when they want to use personal data collected by third parties for direct marketing purposes.

About Credico UK: <http://www.credico.uk.com/about/>

[Credico UK](#) works in partnership with clients to consistently provide high quality customer acquisitions at competitive prices with unparalleled reliability. The firm offer clients throughout the UK and Europe, a new customer acquisitions programme that is tailor made to the company's individual requirements. Credico UK will ensure that budget requirements are met whilst achieving the highest level of quality that clients demand.

Credico UK operate using [face to face marketing campaigns](#) . According to the DMA, Face to face marketing has become the number one business to business marketing medium and Credico UK believe Business to Consumer marketing will be quick to follow suit. The central premise of all sales is that people buy from people they 'like' and people they 'trust'. Like and trust can be maintained through TV and social media, but it has been proven time and again that customers need face to face contact to really get to like and build trust with a brand.

Face to face marketing has become the number one marketing method and provides an opportunity to see first-hand the offerings of various supplies. In just a few hours, a buyer can get an up to the minute overview and detailed information about the company and the products and services on offer. From a seller's prospective, if the company is at the right event, a brand has the opportunity to efficiently expose products and services to a very high percentage of consumers.

Credico UK Review New Direct Marketing Code

Written by Australian Business

Credico UK has gained vast experience in all aspects of direct sales. They are equally comfortable operating within the door to door arena or the business to business sector as well as a retail environment, whether that be promoting a product in a shopping mall or working in a well known high street department store alongside their client's existing sales teams.

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