

COMPLIANCE WORKING RECORD

PECR electronic-mail campaign preflight report

Soft opt-in route ready for review. 3 action-required and 0 unresolved findings.

Document control

Field	Value
Organisation	Northfield Services Ltd
Document type	PECR campaign decision record
Document reference	MKT-2026-021
Jurisdiction	United Kingdom
Version	2026.08.07
Status	Ready for review
Classification	Compliance working record
Prepared by	Marketing Operations Manager
Prepared on	21 August 2026
Rule pack	2026.08.07
Sources reviewed	7 August 2026
Generated	21 August 2026

Recorded matter

Field	Value
Organisation	Northfield Services Ltd
Reference	MKT-2026-021
Owner	Marketing Operations Manager
Summary	Email campaign offering an annual support-plan renewal to existing individual subscribers who purchased the same support plan in the last 18 months.
Jurisdiction	United Kingdom

Decision

Soft opt-in route ready for review

Every supported soft opt-in condition and the message controls are recorded as present.

- Retain evidence for every condition.
- Screen against the suppression list before sending.

Campaign route

Check	Answer	Record status	Evidence
Campaign uses electronic mail	yes	recorded	Campaign is sent by email from the organisation's controlled platform.

Recipient

Check	Answer	Record status	Evidence
Recipients are corporate subscribers	no	Action required	Audience is limited to individual subscribers.

Permission route

Check	Answer	Record status	Evidence
The recipient specifically requested this marketing message	no	Action required	Recipients did not specifically request this campaign.
Valid PECR consent is evidenced	no	Action required	The campaign relies on soft opt-in rather than consent.

Soft opt-in

Check	Answer	Record status	Evidence
Contact details were collected directly from the individual	yes	recorded	Addresses were entered by customers during checkout.

Check	Answer	Record status	Evidence
Details were obtained during a sale or genuine sale negotiation	yes	recorded	Every record has a completed support-plan purchase.
Marketing concerns the organisation's similar products or services	yes	recorded	The message offers renewal of the same product family.
A clear opt-out was offered when details were collected	yes	recorded	Checkout records show a clear opt-out at collection.

Message controls

Check	Answer	Record status	Evidence
Every message has a clear, simple opt-out	yes	recorded	Template contains a one-click unsubscribe link.
Sender identity and valid contact address are clear	yes	recorded	Legal name, postal contact and monitored reply address appear in the footer.
Suppression process is ready	yes	recorded	Audience build excludes all suppression tables before send.

Approval record

Decision owner	Decision	Date	Signature
Marketing Operations Manager	To be approved	To be completed	To be completed

Assumptions

- The organisation and responsible owner supplied the recorded facts for reference MKT-2026-021.
- No answer has been inferred from a blank or uncertain response.

Limitations

- This tool covers the supported PECR electronic-mail route. Calls, faxes, cookies and other channels require separate checks.
- The organisation must separately establish a UK GDPR lawful basis and provide required transparency information.
- Recipient classification, consent validity and soft opt-in facts remain human decisions.

Official sources

Source	Provision	Date	Link
UK Parliament: Privacy and Electronic Communications Regulations 2003, regulation 22	Use of electronic mail for direct marketing purposes	7 August 2026	https://www.legislation.gov.uk/uksi/2003/2426/regulation/22
UK Parliament: Privacy and Electronic Communications Regulations 2003, regulation 23	Information to be provided for electronic mail marketing	7 August 2026	https://www.legislation.gov.uk/uksi/2003/2426/regulation/23
Information Commissioner's Office: Guidance on direct marketing using electronic mail		7 August 2026	https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guidance-on-direct-marketing-using-electronic-mail/
Information Commissioner's Office: Business-to-business marketing		7 August 2026	https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/business-to-business-marketing/