

## **DMC Communications Strategy (2025 – 2026)**

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### **1. Statement of purpose**

This document sets out how we plan to communicate with industry and our community. It covers the period 2025-2026.

This communications strategy defines:

- Our key messages;
- Our communication objectives; and
- How we plan to communicate those messages to our target audiences.

The aim of this strategy is:

To encourage positive engagement with the DMA Code requirements by sharing information and insights with industry and to raise awareness of the Code and the DMC's role in its oversight by providing relevant and meaningful information to our community.

### **2. How this strategy fits into the DMC Strategic Plan (2025 – 2026)**

Our Strategic Plan (2025-2026) details the following areas of strategic activity:

- Leading by example
- Education, awareness and support
- Operational effectiveness
- Responding quickly and effectively
- Enforcement
- Building relationships
- Preparing for the future
- Developing and improving
- Risk assessment
- Outcome focussed

This communications strategy largely falls within the 'education, awareness and support' activities. It sets out how we will work to proactively engage with industry and our community to support high standards of compliance and confidence in the self-regulatory oversight mechanisms.

### 3. Our key messages

Our motto is '*Guardians of Responsible Data and Marketing*'.

**Our identity:** We are the Data and Marketing Commission (DMC). Our Board is the 'DMC Board' or 'The Board'. The Board is tasked with the development and implementation of the regime necessary to enforce the DMA Code's requirements. The independent Board comprises a Chief Commissioner, two Industry Commissioners and two Independent Commissioners.

**Our commitment to high standards of conduct:** We conduct ourselves at all times in accordance with the Nolan Principles of Public Life.

**Our commitment to transparency:** We operate in a transparent and accountable manner. We commit to publishing regular statistics and information about our activities, as well as governance details.

**Our commitment to our community:** We recognise that our role is to support the individuals (and other businesses) whose rights we are here to protect, putting them at the heart of our activity. We value open, honest and constructive communications with industry, other regulators, media, politicians and civil servants to support our role.

### 4. Our communications objectives

Through our communications strategy we aim to do the following:

- Support industry awareness and understanding of the DMA Code to aid ethical marketing compliance and responsible handling of personal data.
- Support individuals' awareness and understanding of the DMA Code, helping them to feel empowered to expect and demand high standards of compliance.
- Improve general public awareness and understanding of the DMA Code and our role.
- Ensure individuals are aware of the mechanisms in place to deal with DMA Code breaches.
- Ensure transparency and accountability in the work we do.
- Support wider conversations about the role of high standards of compliance and an enlightened and engaged industry.

### 5. Communication style: words, focus, images and logo use

- **Words:** We will communicate clearly and concisely, using plain English wherever possible, for all audiences. If we use legal or technical terms we will explain them.
- **Images:** When we use images in our communication activity we will only use high quality photography and/or graphics.
- **Logo use:** We will use our logo and accompanying motto on all official documents, and on all other related material.

## 6. Communication channels

**Website:** An up-to-date 'consumer friendly' website with Search Engine Optimisation (SEO) to ensure visibility and relevance to search enquiries.

**PR:**

**Stakeholders:** Awareness through building stakeholder relationships with lawmakers, Government and other organisations.

**Events:** Commissioners promoting the DMC and its remit at relevant events.

**Social Media:** Regular updates, specifically on the DMC's LinkedIn page.

**Adjudication statements/other public statements:** Adjudication statements on the DMC website and other public statements in accordance with the Public Statement Policy.

**Official guidance:** Website/social media links to data & marketing industry guidance for the benefit of individuals and businesses.

## 7. Work plan

**Website:** To produce a new website with replacement branding. The website to be user-friendly, tailored towards individuals and kept up to date with relevant information and guidance. The new website should be subject to SEO techniques to ensure visibility.

The website will, in due course, be updated to reflect the DMC's new status as independent Monitoring Body accredited to the ICO.

**PR:**

- Commissioners to send any relevant stories to DMC Secretariat for placement on LinkedIn. Commissioners to promote DMC where possible at relevant events.
- Following the distribution of Monthly Reports – Chief Commissioner and Secretariat to look at emerging issues to agree on a public statement for issue on LinkedIn and website.

## 8. Measuring success

This can be done via:

- Website analytics – analyse traffic to website.
- Investigation outcomes – what are the learnings and feedback of those learnings to DMA.
- Commissioner yearly appraisals.
- Feedback surveys from complainants.
- Complaint numbers and nature of complaints.