



Information Commissioner's Office

DATA PROTECTION ACT 1998
SUPERVISORY POWERS OF
THE INFORMATION COMMISSIONER
UNDERTAKING

Data Controller: Littlewoods Shop Direct Home Shopping Limited

Company Reg. No: 04663281

Head Office: First Floor
Skyways House
Speke Road
Speke
Liverpool L70 1AB

Littlewoods Shop Direct Home Shopping Ltd, First Floor Skyways House, Speke Road, Speke, Liverpool L70 1AB hereby acknowledges the details set out as follows:

1. Littlewoods Shop Direct Home Shopping Ltd is the data controller as defined in section 1(1) of the Data Protection Act 1998 ("the Act"), in respect of the processing of personal data carried on by Littlewoods Shop Direct Home Shopping Ltd and is referred to in this Undertaking as the "data controller". Section 4(4) of the Act provides that, subject to section 27(1) of the Act, it is the duty of a data controller to comply with the data protection principles in relation to all personal data in respect of which it is a data controller.
2. The Information Commissioner (ICO) has received complaints from [REDACTED] regarding the processing of her personal data by the data controller, and in particular that despite having given notice in writing to the data controller to cease processing her personal data for the purpose of direct marketing, she continues to receive such marketing material.
3. The ICO has considered the data controller's compliance with the provisions of the Act in the light of this matter. The relevant provision of the Act is the Sixth Data Protection Principle. This Principle is set out at Part 1 of Schedule 1 to the Act.

In consideration of the ICO not exercising his powers to serve an Enforcement Notice under section 40 of the Act, the data controller undertakes to comply with the terms of the following undertaking:-



The data controller shall, as from the date of this undertaking and for so long as similar standards are required by the Act or other successor legislation from other data controllers in similar circumstances, ensure that personal data is processed in accordance with the Sixth Data Protection Principle in Schedule 1 Part 1 of the Act, and in particular that:

- The personal details of [REDACTED] be suppressed from all company databases thereby ensuring that she will not receive any future marketing material from the data controller.***
- The data controller reviews the procedures currently in place to ensure that customers rights under Section 11 of the Act are upheld.***

Dated..... 21ST MAY 2007

Signed. [REDACTED]
For Littlewoods Shop Direct Home Shopping Limited

Signed. [REDACTED]
Mick Gorrill (Head of Regulatory Action Division)
For the Information Commissioner