

**From:** [REDACTED]  
**Sent on:** Sunday, July 4, 2021 9:26:22 PM  
**To:** PSA Consultations <consultations@psauthority.org.uk>  
**Subject:** Code of Practice 15 consultation

Dear Sir / Madam

I would like to provide some feedback on one absolutely critical part of the proposed new Code of Practice

Consumers who donate to charities using Regular Giving SMS should absolutely NOT be required to opt back into the service every year for the following reasons

- It will have a severely detrimental impact on charity donations, which have already suffered this year due to absence of fundraising events and due to the economic effects of Covid more generally
- It's confusing for consumers who understand the concept of opt-in and opt-out but not re-opt-in. Will they think it's a 2<sup>nd</sup> regular giving subscription that they are being asked to sign-up for in addition to the one they have already and therefore decline?
- Premium SMS Regular Giving consumers have a very transparent user journey with very clear options each and every month to skip or stop hence further opt-in/out options are not required

Apologies this is not submitted using the official response document, but I trust you can incorporate these views

Best,

[REDACTED]

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