

Reference: 01396552

Eleanor Scott
Information Rights Advisor
Information.requests@ofcom.org.uk
12 January 2022

Freedom of Information: Right to know request

Thank you for your request for information in relation Bauer Radio cash Register competition. We received this request on 13 December 2021 and have considered it under the Freedom of Information Act 2000.

You asked

Hi, this competition has been happening adhoc for some time now. In light of the furore surrounding ITV competitions and postal entries, I would like to know what proportion of the winners of the Cash Register, since its inception, were online (free) entries, as opposed to paid SMS entries

Our response

Ofcom does not hold this information.

To be helpful, Ofcom does provide guidance to broadcasters surrounding competitions. This can be found in the [Broadcasting Code](#), in particular Rule 2.13, which states that “*Broadcast competitions and voting must be conducted fairly*” with detailed [guidance](#) for broadcasters to be read alongside the Code’s requirements in this area.

I hope this information is helpful. If you have any queries, then please contact information.requests@ofcom.org.uk. Please remember to quote the reference number above in any future communications.

Yours sincerely,

Eleanor Scott

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.uk.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF