

Mail on Sunday breached 007's privacy, PCC rules

The Press Complaints Commission has ruled that the Mail on Sunday breached Clause 3 (Privacy) of the Code of Practice when it reported that James Bond actor, Daniel Craig, had bought an apartment in North London. The newspaper had referred to the district of London in which the property was situated, named a park it was near and included a photograph of the house in which the apartment was located.

The Commission has previously made clear that newspapers should not gratuitously identify the homes of individuals who might be exposed to specific security problems. Daniel Craig, who said he had been the subject of unwanted and overzealous attention from fans, fell into this category. On this occasion, the Commission came to the conclusion that the article had included just too much detail and ran a clear risk of identifying the property without justification. As a result, it breached Clause 3 (Privacy) of the Code. In its ruling the Commission made clear that, had the article referred broadly to London - or even North London - it would have stayed within the accepted boundaries. Having come to this decision, the Commission acknowledged that the newspaper had taken suitable steps in response to the complaint. It had:

- promptly removed the article from the internet;
- offered to apologise to the complainant;
- undertaken not to republish the details;
- and taken steps internally to ensure these measures were respected.

The Commission considered that this was a suitable remedy to the breach of the Code of Practice. To see the full adjudication [click here](#)

ENDS

For more information please contact Scott Langham on 020 7831 0022

26 February 2009