



Canadian Radio-television and
Telecommunications Commission

Conseil de la radiodiffusion et des
télécommunications canadiennes

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28 November 2008

By E-mail

File No. 9172-3-2

Mr. John Greco
President
Direct Marketing Association
president@the-dma.org

Dear Mr. Greco:

**Subject: Launch of the National Do Not Call List and the Unsolicited
Telecommunications Rules**

It's now almost two months since the launch of the National Do Not Call List (DNCL) and the updated Unsolicited Telecommunications Rules. As you may have heard in the media, consumer response to the list has been very positive, with over 4 million numbers currently registered on the list. For many of these consumers, the initial 31-day grace period has now expired.

As you are aware, there are several components to the new rules. I would like to take this opportunity to remind you of some of the highlights of these rules.

Among other things, the Telemarketing Rules require all telemarketers to:

- identify who they are and, upon request, provide consumers with a fax or telephone number where they can speak to someone about the telemarketing call,
- display the telephone number that they are calling from or that the consumer can call to reach them,
- only make calls and send faxes between 9:00 a.m. and 9:30 p.m. on weekdays and between 10:00 a.m. and 6:00 p.m. on weekends,
- maintain their own do not call lists, and
- register with the National DNCL operator.

Further, the National DNCL Rules require telemarketers to:

- not call the home phone, cellular and fax numbers that consumers have registered on the National DNCL (except where a consumer has consented to be contacted),
- purchase a subscription for the area codes they intend to call,
- download the numbers from the National DNCL and delete them from their calling lists, and
- use a version of the National DNCL that is not older than 31 days, and
- only use the list as it is intended to be used.

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Canada

There are also rules governing the use of Automatic Dialing - Announcing Devices which state that:

- Automatic Dialing - Announcing Devices are devices that dial telephone numbers automatically and deliver a pre-recorded message,
- These devices cannot be used to sell or promote a product or service unless a consumer has consented to be called by them,
- These devices can be used for public service reasons by police and fire departments, schools and hospitals. They can also be used for appointment reminders and "thank you" calls.

One of our major roles going forward will be to address consumer complaints. To date, we have received many complaints touching on various aspects of the Unsolicited Telecommunications Rules. We will investigate complaints and can levy penalties of up to \$1,500 for an individual and up to \$15,000 for a corporation, for each violation.

You can find more information about the National DNCL and the Unsolicited Telecommunications Rules at: <http://www.crtc.gc.ca/eng/dncl.htm>.

If you have not already done so, you can register as a telemarketer and subscribe to the List at this site: <https://www.innte-dncl.gc.ca/ind/accueil-home-eng>.

I would like to take this opportunity to thank you for the time and effort that you have taken to understand and comply with these rules. Your participation and cooperation in the process is a key element in delivering an effective tool for consumers to protect their privacy and reduce unwanted telemarketing calls.

Sincerely,

Original Signed by:

John Traversy
Executive Director
Telecommunications