

**Awaiting another ineffective “ban” on cold calling**

The **fair telecoms campaign** awaits an expected announcement of an extension to a “ban” on cold calling, presently covering only pensions products, to cover “all financial services”. Such an announcement is expected in the next few days.



Given that the declared target of such a ban is those who practice activity that is clearly illegal anyway, one must wonder about its likely effect!

Furthermore, the definition of “cold” in the existing ban(s) is so narrow as to permit a large amount of unsolicited direct marketing, e.g. to those who “have an existing relationship with the caller”. This undermines the desired effect, which is to cause consumers to treat ALL unsolicited approaches by telephone as inevitably illegal.

The **fair telecoms campaign** has long argued that ALL unsolicited marketing by telephone to consumers should **simply be prohibited**. This applies most significantly to financial services, but also other areas, where fraud is known to be common.

The latest figures, published by the ICO, show that other categories of unwanted unsolicited direct marketing calls rank alongside **Financial Services** in terms of volume, i.e. **Telecoms**, **Energy Saving** and **Accident Claims**. If there is a serious desire for consumers to treat all unsolicited telephone approaches as illegal, then regulations must also prohibit the practice in these areas also.

See our earlier briefings:

-  [The Campaign to End Nuisance Calls - our three demands](#)
-  [Ending Cold Calling](#)

Please get in touch for more comment and detail.