



## The campaign to end Nuisance Calls - Summary of our three demands

This briefing summarises the three specific demands of our [Campaign to end Nuisance Calls](#).

Click on the title for details of each demand.

### **1. Ban unsolicited telephone marketing**

The law allows this practice, under some circumstances. This practice should cease and where business processes are regulated, it must be prohibited.

The notion of “consent” is inadequate as protection, and is widely violated. It is unacceptable to expect consumers to distinguish between what is, and is not, legal.

### **2. Stop unexpected Service calls**

Businesses should never seek to engage with a customer through initiating an unexpected telephone call.

This sloppy practice leaves customers unsure about genuine calls and opens the door to appalling scams.

### **3. Call filtering for all telephone users**

The effective “trueCall approach” should be made available to all landline and mobile users.

Calls from known numbers proceed without interruption. Welcome callers from unknown numbers get through by identifying themselves by voice. Unwelcome calls are stopped before the phone rings.