



**Stopping Nuisance Calls -
reaction to the drama series "Cold Call"**

Broadcast of the Channel 5 drama "Cold Call" has renewed interest in the issue of "Nuisance Calls" and the steps that can be taken to limit them and reduce their effect.

Whilst this particular drama focuses solely on serious targeted criminality, there is much that could be achieved across the board if our three demands were to be met - see [The Campaign to End Nuisance Calls - our three demands](#).

For the particular issue of the "authorised push payment (APP) scam", as featured in the TV drama, we have offered a specific proposal - see [Possible 'Banking Code of Practice for outbound communications by phone and email'](#).

This offers a suggestion for how the second of our demands could be met - see [We call on HMRC, Banks, ISPs and others - Don't open the door to scammers and nuisance callers](#).

The essential principle being covered here is the need for all trusted service providers, e.g. banks, to make a clear statement to their customers -

"We will NEVER contact you by telephone to discuss your account, except by prior explicit arrangement at your request."

This unqualified statement - by all members of the industry - should avoid all need for customers to have to assess the validity of any telephone contact.

All such current guidance is tied up in qualifications that must be removed. "Never" is the key word.

Comments

We welcome the attention given to the issue by the TV series.

This addresses the personal effect on one victim and a justifiable desire for revenge.

Our focus is however on measures that may be taken to avoid the problem, for the sake of all potential victims - by good practice and compliance with appropriate regulatory measures.

