

**We anticipate the Channel 5 documentary -
“How to stop your nuisance calls” with concern**

This evening Channel 5 accompanies its thriller drama “Cold Call”, with a documentary “How to stop your nuisance calls”.

It is vital that we all take care in how we deal with unexpected approaches, in the street, at our front door and by telephone. There is also much that can be done by regulators, phone companies and other service providers to make life easier and to close the door on scammers (see below).

It is however important that consumers are not encouraged to follow the steps taken by the victims in the “Cold Call” drama. People must also not be led to assume that every unusual call suggests that are being personally targeted by villains such as those portrayed in the drama.

There is no doubt that there is much horrible criminality, of all sorts, around. We are however keen for people to understand that they are unlikely to be victims and there is no need to treat every incoming telephone call as a probable menace.

Measures that need to be taken

We make three demands in our [Campaign to End Nuisance Calls](#).

ft We urge all banks and other trusted service providers to make a clear statement to customers:

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

Current assurances fall short of this simplicity - which we see as essential. Customers should be urged to immediately dismiss any unexpected telephone call allegedly from a bank or other service provider.

See [We call on HMRC, Banks, ISPs and others - Don't open the door to scammers and nuisance callers](#).

We have also urged the BBA to introduce an appropriate code of practice for members - [Possible 'Banking Code of Practice for outbound communications by phone and email'](#).

ft All telephone networks should provide customers with the facility to intercept all incoming calls from unrecognised numbers.

See [The 'trueCall approach' - a remedy for Nuisance Calls](#).

This solution, initially deployed using a box attached to landlines, should be deployed as a feature available on all telephone networks (mobile and landline). It is already available on some networks, on a limited basis. It should and could become a regulatory requirement.

It should be noted that for those who have difficulty with handling unexpected telephone calls, an advanced version of the trueCall device is available free of charge through a government funded scheme - see [Free call blockers for victims of scam and nuisance phone calls](#).

ft The present pathetic and ineffective restrictions on unsolicited direct marketing by telephone should be replaced by total prohibition of this improper method of marketing, by regulators able to effectively impose and enforce such regulation.

See [Ending Cold Calling](#).

