



**Government action plan on Nuisance Calls
- another ineffective puff of noise?**

The **fair telecoms campaign** is pleased to welcome the few positive elements of the **Nuisance Calls Action Plan** announced today (30 March). Having seen many other similar positive-sounding initiatives over the last ten years, we do however have some justification in doubting what will be achieved.

Past initiatives have led to no reduction in the amount of nuisance being suffered. We are disappointed that the government has chosen to adopt certain ill-considered proposals, rather than those in [our submission to the CMS Committee inquiry](#).

Addressing the announced elements of this plan:

- It is disappointing that the Government will have waited twelve months before responding to demands by the ICO to remove a silly rule that prevents action being taken whenever a breach of regulations is established beyond doubt.
- Use of data obtained from unsolicited telephone calls should simply be prohibited for many industries, including claims management, but also financial services and others. Those who fail to comply with licence conditions should have their licence withdrawn - the risk of a financial penalty is simply a factor in their business decisions.
- Nothing has been done to remove Ofcom’s tolerance of the practice of hanging up in Silence on a proportion of calls and with repeat calls separated by 24 hours. All Silent Calls are unacceptable. It is quite absurd that Ofcom continues to permit them to be made, whilst claiming to be acting against them.
- Data sharing between regulators is not the answer. All reports of nuisance calls should be collected by a consumer-facing body which collates the data, passes it to the most appropriate regulator for action, and holds them to account.

Contrary to the views of those with a certain agenda, we do not see nuisance calls as an issue of “Consumer Choice”. Every citizen who is connected to our national telephone network is entitled to protection against being caused nuisance.

Perfectly clear rules are already understood. It is simply a matter of applying them, by establishing proper practice by compliant organisations and taking action to prevent (not punish) breaches.



Please get in touch for more information and comment.