



The Campaign to End Nuisance Calls - our three demands

We make these three demands as representing the radical action required, to address all aspects of Nuisance Calls. Click on the title for further details of each demand.

1 – Direct marketing by telephone to be prohibited in regulated sectors

The overwhelming majority of marketing nuisance calls relate to areas where business practices are regulated, including the manner in which leads may be generated (by any party), e.g.

- **The FCA** - Financial services, including Pensions and Claims Management
- **Ofgem** – Energy provision
- **Ofcom** – Communications products and services
- **The Fundraising Regulator** – Charities

Notwithstanding weak general regulations, each of these bodies has the power to effectively halt any method of marketing that it deems inappropriate, i.e. cold calling by phone, text or email.

We call of each of these bodies to apply a **total** (unqualified by the silly notion of consent) ban on use of direct marketing by telephone call to a home phone or personal mobile. This must include prohibiting regulated bodies using of leads obtained through cold calling by an agent, possibly offshore or otherwise unable to be caught by the general PECR enforcement mechanism.

It is their duty to apply such a prohibition or offer a clear justification for why their failure to do so is in the interests of the citizens they have a duty to protect.

2 – Use of Protocols to avoid unexpected and unverifiable Service Calls

Any business with a need to initiate telephone contact with customers must ensure that their call is expected, or in some way readily identified as being genuine.

There are various techniques that could be used. It is essential that no customer is ever left in any doubt about whether a genuine call is indeed genuine.

Many scams are operated on the basis that the victim is being contacted by an organisation of which they are a customer. As these are not “direct marketing” calls they fall outside the provisions of the **PECR** and the **ICO** enforcement regime. They are nonetheless “nuisance calls” in cases where the scam is not completed.

The purpose of this demand is to make it less likely that a potential victim be convinced that the call is not genuine – which demands clear statement of, and rigid adherence to the terms of the suggested Protocol. **“We will never contact you by telephone, except at your explicit request”** is the best and clearest protocol, which we recommend.

If properly applied, this approach may cause the scammers to cease efforts that are fruitless.

3 – Effective call filtering available to all telephone users

The approach offered by the **trueCall** device, unchallenged as an effective technique for blocking nuisance calls, should be deployed on all telephone networks – fixed and mobile.

This ensures that no unknown caller ever gets to speak to a potential victim of nuisance or a scam.

Talk Talk and **Sky Talk** already offer this, as a free service. It should be available on all networks.

