



Preventing Nuisance Calls

Government must ban unsolicited direct marketing calls

The **fair telecoms campaign** is very disturbed by reports from **Channel 4** regarding yet one more organisation playing around the limits of the existing inadequate nuisance calls legislation – see [“Revealed: Inside the secretive Tory election call centre”](#).

This demonstrates the weakness of current regulations, derived from an EU directive, with which we are required to comply as members of the EU.

Even those who had expressed a clear preference not to receive calls promoting the interests of a political party were receiving such calls. Sascha Lopez, the head of **Blue Telecoms**, is quoted as saying that they got around the law by deleting the records of having contacted these people.

One of the potential benefits of leaving the EU will be the opportunity to abandon a regulatory environment which presently places too much emphasis on the practice of businesses and other organisations engaging in open competition. This liberal approach is seen to apply whether or not competition actually serves to disadvantage those it is intended to benefit, i.e. the people.

The classic example of this is the nonsense of having four separate mobile telecommunications networks, when a single network would serve the country better and more efficiently, whilst still enabling the different service providers to compete through the services and prices they offer.

In the case of Nuisance Calls, it is clear that we need to **simply prohibit all “unsolicited” direct marketing telephone calls to homes and personal mobiles**. The present EU-derived regulations fail to do this – see [“Banning unsolicited direct marketing calls”](#).

Individual remedy for preventing Nuisance Calls

Happily an approach which is shown to be completely effective in preventing Nuisance Calls has been developed in the UK and is now being widely adopted here and around the world.

Adoption of this approach, allowing calls from friends, family and other known callers to connect immediately, whilst challenging all unrecognised callers to identify themselves by a brief voice message, is taking off at an enormous rate. It renders the inferior technique of only blocking specific numbers as the incomplete and ineffective nonsense that it is clearly seen to be.

- The approach was initially launched through the **trueCall** device. This device is now being provided to vulnerable victims of Nuisance Calls, under a government scheme.
- It was then incorporated in the **BT 8600 series handsets**, and the **BT Halo home phone**.
- It is now being used by **AT&T** across the world as a feature on many of its handsets.
- Most recently it has also been adopted as **Sky Talk Shield**, a network feature. This makes the facility available to all subscribers, rather than just those who use a particular handset.

The **fair telecoms campaign** has long been calling for all telephone service operators, both landline and mobile, to adopt this feature, so that all telephone users may have the benefit of this protection from Nuisance Calls and general management of how all incoming calls are handled.

See [“BT has the answer ...”](#) and [“Sky News on BT Call Protect”](#).

