



fair telecoms campaign

news release



The only effective solution for avoiding nuisance calls
- now available to all telephone users

Whilst we wait for regulators to take the strong action that is necessary to stop nuisance calls being made, the **fair telecoms campaign** has long been calling for the proven effective remedy to be made available to all telephone users – **as a feature on their telephone network.**

The features of the **trueCall** device, also available through the BT **Call Guardian** facility, ensure that whilst known wanted callers always get through, all other callers are **only connected if they announce their name and the call is accepted.**

This approach is covered by our briefing - [the answer to enabling victims to avoid nuisance calls.](#) Also, in a [live interview on Sky News](#) we were able to make this same point.

We are delighted that Sky Talk has now launched



an implementation of these features, free for all of its customers.

See [the Sky news release.](#)

Now we wait for this same feature to be made available to **Sky Mobile** customers and indeed to be rolled out across **all of the landline and mobile networks.**

We had thought that **BT** would probably be first to do this, given its recognition that this approach ... **“blocks up to 100% of nuisance calls”** and its alleged declaration of war against nuisance calls. We are therefore disappointed that BT has, initially at least, gone off down another less effective track. See [BT Call Protect - Our reaction, after three months of use.](#)

It is great to know that the process of rolling out this excellent solution across the telephone networks has started. This must not however be used as an excuse by the regulators to hold back from taking the action necessary to stop this nuisance at source.

See our briefing - [Banning unsolicited direct marketing telephone calls.](#)

Sky Talk must be celebrated and congratulated for this excellent move. Its competitor landline network providers and their mobile network partners must respond by doing likewise.

Notes

-  [The features of trueCall](#)
-  [The features of BT Call Guardian](#)
-  [The features of Sky Talk Shield](#)
-  [TV ad for Sky Talk Shield](#)

David Hickson



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