



The campaign to end nuisance calls

Personal mobile and home phones are vital and important tools for communication with friends, family and wanted business contacts.

Their happy use is being damaged, and users are being made unnecessarily vulnerable to scams, because they are exploited by businesses making unsolicited calls.

A business phone call to a personal, or home, phone should **only** be made at the **explicit request** of the recipient. This would leave us all confident in rejecting all unexpected business contacts.

Other, half-baked, approaches to the issue are not addressing it fully.

The existing law does not work

Which?, the government and other bodies make much of the existing PECR regulations, and tweaks to their terms. These have been in place, and shown to fail, for 15 years.

These regulations only cover calls which are explicitly made for the purpose of direct marketing. If no marketing intent is openly declared, then an unsolicited call is permitted under these rules.

Companies without a UK base are also not covered by these regulations, even if the intention is for any data gathered to be used by another company to undertake business in the UK.

Enforcement action against those who do breach the regulations is rare, slow and unable to apply an effective sanction against the offender - the maximum penalty is only for a very large company.

Our three demands (click on title for more information)

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

We hope that genuine businesses will abandon the unacceptable marketing practice of cold calling. 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.

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.

3 - Effective call filtering made 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.

