

**fair telecoms campaign** welcomes the end of
unsolicited telephone marketing by Cancer Research UK

The present general regulation, including that set for charities by the **Fundraising Regulator**, permits unsolicited telephone marketing, subject only to some constraints.





The **fair telecoms campaign** believes that this approach, which derives from an EU Directive, is wholly unacceptable. We believe that it is only valid to use the telephone for marketing to individuals when this has been explicitly requested (solicited). In particular, we see the concept of “**consent**” to an “**unsolicited**” call as complete nonsense.

We are therefore delighted that **Cancer Research UK** has now changed its policy so that, with effect from 1 July, it will only telephone supporters who have explicitly requested use of this method of contact. (It will be applying the same approach to contact by text message, email and post.)

We see no good reason why all other charities and businesses should not choose, indeed be required, to do the same, at least in respect of use of the telephone. Consent to unsolicited contact may be appropriate for some types of marketing communication, but we believe that this cannot apply to telephone calls.

Please get in touch for further information and comment.

Notes:

-  See the announcement, [Cancer Research UK to only contact supporters who have 'opted in' from 1 July 2017](#).
-  See the Fundraising Regulator's [Code of Fundraising Practice \(Telephone\)](#).
-  See our policy statement, [Banning un-solicited direct marketing telephone calls](#)
-  Without wishing to promote “fake news”, it may be useful to draw attention to the existence of [this tweet](#), to perhaps prompt proper investigation.