fair telecoms campaign **news release**

National Trading Standards releases more free call blockers to protect the vulnerable from nuisance calls

We are delighted to note that from 9:00 today Friends Against Scams - the **National Trading Standards** Scams Team - are accepting further applications for the free issue of trueCall devices to vulnerable landline users. (See "Today's the day".)

This government funded scheme enables the only effective method of filtering telephone calls to be made available to those in greatest need of such protection.

The "**trueCall approach**" is clearly seen to be the only effective way to eliminate the impact of nuisance calls, but without damaging proper use of the telephone.

The trueCall Approach

The **fair telecoms campaign** has long recognised that **this approach** stands apart from all other "call blocking techniques", which are largely ineffective and prevent genuine calls from getting through.

Whilst we await effective action to prevent nuisance calls being made, which should be the first priority, all telephone users need the benefit derived from **this approach** to diminish or halt the effect of the problem of nuisance calls.

We therefore demand that **this approach** should be available to all, including the less vulnerable and mobile users.

See The 'trueCall approach' - a remedy for Nuisance Calls.

This briefing provides detail of **the approach** as well as expressing our demand that approach be made available to all telephone users.

Whilst initially deployed through a device for use on landline connections, **this approach** can be deployed as a feature on any telephone network. The technology found in the trueCall box can be, and is, deployed at the telephone exchange.

Our demand

We call on all telephone service providers (landline and mobile) to make **this approach** available, as a network feature, to their customers.

It has already been adopted by **Talk Talk** - as **Talk Talk Call Safe** and **Sky Talk** - as **Sky Talk Shield**. We want to see this feature made available to all, both for landlines and mobiles.

Ofcom and the **Department for Digital, Culture, Media and Sport** have a role in encouraging, supporting and even demanding the widespread delivery of this most valuable facility.

Our other demands

The Campaign to End Nuisance Calls - our three demands lays out specific demands, which will provide a positive and effective response to the continuing problem of Nuisance Calls.

This, the third of these, is vital. Although the others demand priority, they will never be 100% effective, so individual protection will always be necessary.

David Hickson

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