



An Australian Government Initiative



Do Not Call Register

Making the right call

Issue No. 1 – April 2007

Welcome to the first edition of *Making the right call*, the Do Not Call Register newsletter. This newsletter provides up-to-date information about the register and the industry standard for telemarketing and research calls (the standard) for businesses affected by the new rules.

Making the right call is part of a broader education program about the register and the standard which is managed by the Australian Communications and Media Authority (ACMA). As part of the program, ACMA is making information available to telemarketers, businesses that use telemarketing services and those who are eligible for exemptions from the new rules. In the lead-up to the launch of the register in May, the main focus will be the introduction of the register and standard and how industry can comply with new requirements under the *Do Not Call Register Act 2006*.

ACMA will distribute *Making the right call* regularly over the coming months.

This first edition provides an outline of the standard, the portal to be used by telemarketers to access the register and a timeline of important milestones toward establishing the register.

Industry standard for telemarketing and research calls

ACMA has determined a national industry standard for making telemarketing and research calls, announced in March.

The *Telecommunications (Do Not Call Register) (Telemarketing and Research Calls) Industry Standard 2006* establishes minimum standards in four main areas by:

- ▶ restricting the calling hours/days for making telemarketing and research calls
- ▶ requiring provision of specific information about the caller and the person who caused the call to be made
- ▶ providing for the termination of calls in specific circumstances
- ▶ requiring callers to enable calling line identification.

The standard is required to commence at the same time as *Part 2 of the Do Not Call Register Act 2006*. It is expected to commence on 31 May 2007.

The standard provides clear and enforceable rules, including restrictions on hours of calling. Under the standard, a caller must not make or attempt to make a call on:

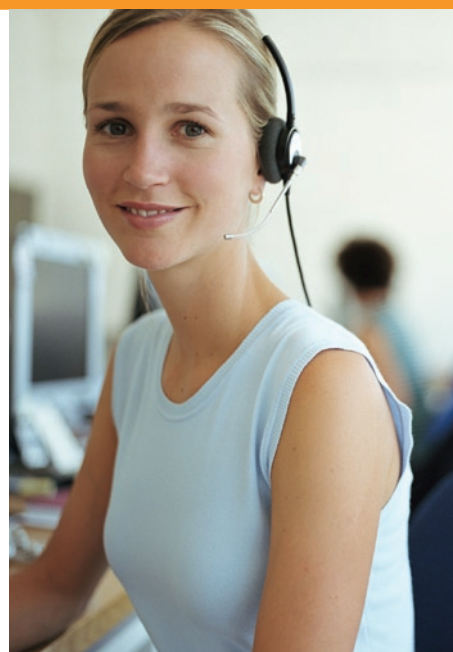
- ▶ a Saturday before 9 am or after 5 pm
- ▶ a Sunday or national public holidays
- ▶ for research calls a weekday before 9 am or after 8.30 pm
- ▶ for other telemarketing calls, a weekday before 9 am or after 8 pm.

The standard is not intended to exclude the operation of a law of a state or territory to the extent that the law is capable of operating concurrently with the standard. Where more stringent calling hour restrictions apply under a state or territory law, then that more stringent law will continue to apply.

The standard applies to:

- ▶ all telemarketing calls made to an Australian number to offer, advertise or promote goods, services, interests in land, business opportunities or investments, or to solicit donations
- ▶ all research calls to conduct opinion polling and to carry out standard questionnaire-based research
- ▶ calls made for the above purposes by organisations exempt from the general prohibition on calling numbers listed on the register, such as charities, registered political parties and religious organisations.

A copy of the standard can be obtained from ACMA. For more information visit www.acma.gov.au/donotcall or telephone (03) 9963 6888.



Important dates

Outlined below are key dates:

- ▶ **26 March – ongoing**
Industry and consumer intermediary briefings—see your industry organisation for further information.
- ▶ **25 May**
Calling lists can be ‘washed’ from this date.
Do Not Call Register access available to industry.



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Telemarketer Access Portal

The register operator, Service Stream Solutions Pty Ltd, has prepared a detailed specification for the Telemarketer Access Portal (TAP)—the website that industry will use to 'wash' calling lists through the register.

To help industry prepare for the register, a summary of the TAP follows.

The TAP includes:

- ▶ **Information about the Act:** key information about the *Do Not Call Register Act 2006*
- ▶ **Industry registration:** outline of the registration process
- ▶ **Account details** covering:
 - ▶ how to update account/access details
- ▶ **List washing services** including:
 - ▶ **upload:** how to submit lists for washing
 - ▶ **wash:** how the TAP will perform washing services
 - ▶ **account history:** historical washing details and downloading files
- ▶ **Complaint/enquiry:** lodge an enquiry or report a problem regarding the TAP
- ▶ **TAP security:** the TAP site will be secured under a 128 bit SSL security encryption key.

Further information regarding the TAP will be available in the coming weeks.

ACMA events

To provide the telemarketing industry with an overview of the register and the standard, a series of events will be held early in May. ACMA will provide further information in coming issues of *Making the right call*.

Draft administration and operation determination released

Industry consultation continued in March with the release of a draft determination on the administration and operation of the register.

This draft sets out the manner in which individuals will be able to apply to have their telephone numbers placed on the register. In addition, it sets out how numbers can be removed from the register, how entries can be corrected and how entries can be checked. Finally, the draft also sets out the complaints-handling arrangements between ACMA and the register operator.

This determination is expected to be finalised by early April.

Access fees

ACMA will release a discussion paper on fees to access the register, available for consultation prior to the end of March. A notification of its release will be sent to all subscribers on the *Making the right call* email distribution list.

Further information

For more information regarding the register and the standard, please visit www.acma.gov.au/donotcall or telephone (03) 9963 6888.

To receive an electronic copy of *Making the right call*, please email donotcalltaskforce@acma.gov.au or call (03) 9963 6888. Please pass on these details to anyone who would like to register for the newsletter.

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