



PUBLIC INTEREST ADVOCACY CENTRE

LE CENTRE POUR LA DEFENSE DE L'INTERET PUBLIC

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National Do Not Call List—Things You May Not Know

Can telemarketers get around the DNCL by leaving “backdoor” messages on my voicemail?

Absolutely not. “Backdoor” messages—messages that are sent directly to your voicemail so that your telephone does not ring—are covered under the National DNCL rules. This means that if your phone number is registered on the DNCL, and you receive a non-exempt telemarketing message on the voicemail of the registered number, you have every right to make a complaint.

Are text messages covered under the DNCL rules?

No, they are not, which means that telemarketers may begin to target cellular phones with texting capabilities more frequently. The downside of this is not only the fact that consumers will likely receive more telemarketing text messages, but that the consumer is also incapable of requesting to be placed upon the internal do not call list of the telemarketer for the purpose of blocking text messages as well. The Minister of Industry, however, has called for separate measures to ensure consumers are not forced to pay fees for unsolicited text messages.

Do all the exempt telemarketers have to maintain an internal do not call list?

No. Polling firms calling for the sole purpose of conducting a survey of members of the public are not required to maintain internal do not call lists. This means that even if you request that they no longer call you, polling firms are within their rights to continue to do so. You do not have to answer the survey, however, and may hang up.

How strict is the DNCL on complaints being made within 14 days?

There is some flexibility with the need to have complaints made within 14 days of the telemarketing call which you are complaining about; however, the reason that the CRTC asks that complaints be made within this time frame is that it is much easier to track telemarketing calls closer to when they are made—the longer you wait to report

calls that break the rules, the harder it is for the CRTC to catch the offender(s). In a nutshell, it is in your best interest to make a complaint as close as possible to the date that you received the telemarketing call in question.