



PUBLIC INTEREST ADVOCACY CENTRE

LE CENTRE POUR LA DEFENSE DE L'INTERET PUBLIC

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National Do Not Call List—The Rules

Unsolicited Telecommunications Rules

What are the rules that the telemarketers must follow?

Telemarketers in Canada are bound by law to follow the Unsolicited Telecommunications Rules (which include the National Do Not Call List Rules), which can be viewed on the CRTC's website at:

<http://www.crtc.gc.ca/archive/ENG/Decisions/2008/dt2008-6.htm - m1>

Here is a general overview of the rules that telemarketers must follow:

i. A telemarketer may only call:

- If you are **NOT** on either the **National Do Not Call List** or the **internal do not call list** of the company or charity the telemarketer represents, or;
- If the company or charity the telemarketer represents is exempt from the **National Do Not Call List** (please see [Exemptions](#) for further information) and you have not previously requested to be put on the company or charity's **internal do not call list**;
- Between 9:00 AM and 9:30 PM on weekdays;
- Between 10:00 AM and 6:00 PM on weekends.

ii. When a telemarketer calls, they must:

- Identify themselves and whom they are calling for;
- Display or provide the telephone number from which they are calling or an alternate telephone number at which they can be reached by the consumer.

iii. If you ask, a telemarketer must:

- put you on the **internal do not call list** of the company or charity they represent within thirty-one (31) days;

- ensure that you remain on the **internal do not call list** of the company or charity they represent for a period of three (3) years and thirty-one (31) days;
- Provide the fax or telephone number of the company or charity that they represent, where the consumer can make an inquiry or complaint about the call.

iv. Telemarketers may not:

- Call you using an Automatic Dialling and Announcing Device (ADAD: a pre-recorded voice messaging system) unless it is being used to provide public services (such as police and fire department announcements); calls with no intent to solicit (such as appointment reminders); or if the telemarketing firm has your express prior consent.

Please follow above link for a complete list of rules and regulations.