



## Australians urged to report spam and unwanted telemarketing calls

A Newspoll survey recently commissioned by the ACMA indicated nearly two in five Australians with mobile phones or an email account were unaware of who to contact to complain about spam email and SMS, while almost half the population were not sure where to direct complaints about unwanted telemarketing calls.

'The *Community Attitudes to Unsolicited Communications* survey shows that, while there is a strong level of awareness and understanding about spam and unwanted telemarketing calls, taking action by lodging a complaint isn't as well understood,' said Chris Chapman, Chairman of the ACMA.

2003 and the *Do Not Call Register Act 2006*. Subsequent investigations have resulted in financial penalties, warnings, enforceable undertakings and even Federal Court action.'

May 2010 marks the third anniversary of the launch of the Do Not Call Register.

at any time simply by visiting **[www.donotcall.gov.au](http://www.donotcall.gov.au)** or by calling 1300 792 958.

To date, more than 3.7 million Australians have registered their phone numbers and the ACMA has recorded a 60 per cent reduction in complaints received about the telemarketing industry. ☎

Over the past two years, as a direct result of complaints, the ACMA has uncovered significant breaches of the *Spam Act 2003* and the *Do Not Call Register Act 2006*.

'If we don't receive complaints, then the ACMA cannot protect consumers' rights. Over the past two years, as a direct result of complaints, the ACMA has uncovered significant breaches of the *Spam Act*

From this time, entries on the Register will begin to expire as numbers can only be on the Register for three years and are then automatically removed if not renewed. Registrations can be renewed

To access the *Community Attitudes to Unsolicited Communications* survey report visit the ACMA's website at **[www.acma.gov.au](http://www.acma.gov.au)** (go to About ACMA: Publications & research > Research > Community attitudes to unsolicited communications).

## Key findings of the *Community Attitudes to Unsolicited Communications* survey

### Do Not Call Register

The Do Not Call Register appears to have been very effective, particularly for those who have registered their home phone number.

Awareness of the Register is high, as is the level of interest in registering amongst those not currently registered. Three in four Australians have heard of the Do Not Call Register, while 32 per cent have signed up. Of those, 79 per cent have reported receiving fewer telemarketing calls at home.

#### Awareness of the Do Not Call Register

Q3. Had you heard of the Do Not Call Register before today?



Base: adults age nationally 18+ (n=1625)

Q4. In which of the following places have you heard about the Do Not Call Register?

	%
Friends/Family/Word of mouth	69
Television	48
Radio	37
Newspapers	35
The internet	12
Somewhere else	8

Base: aware of Do Not Call Register (n=1287)

### Spam

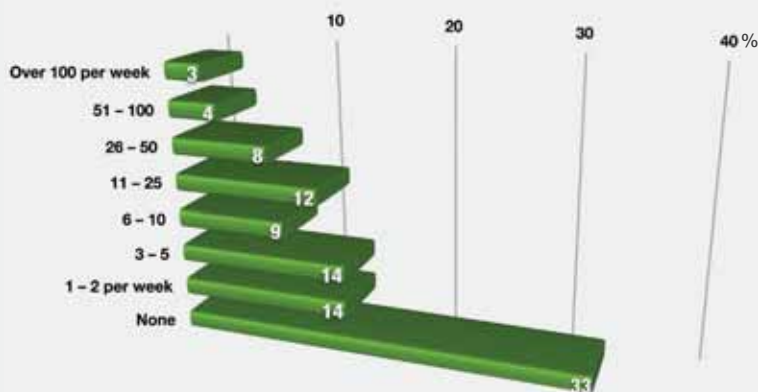
Spam is the common term for electronic junk mail delivered to email addresses or mobile phones. The public's awareness of Australia's anti-spam laws is low.

According to the survey, nearly four in five adults (78 per cent) have heard of the term 'spam'. The respondents' awareness and understanding of spam is generally high, as is the use of spam filters.

On average, respondents received 23 spam emails per week, which are generally left unread and deleted, with 85 per cent of respondents deleting spam emails without opening them.

#### Number of spam emails received in personal inbox each week

Q23a. How many unwanted spam emails do you receive in your personal email inbox each week; that is, emails from companies you don't have an existing relationship with that are not picked up by any spam or junk mail filter?



Base: all have personal email address. Average number of spam emails: 23 per week. (n=1127). Note: excludes those who do not know who they have an email address with.

## How to lodge a complaint

For unsolicited telemarketing calls, contact the Do Not Call Register on 1300 792 958 or log on to [www.donotcall.gov.au](http://www.donotcall.gov.au) and follow the links to Enquiries and Complaints.

For spam messages, contact the ACMA's Anti-Spam Team on 1300 855 180 or log on to [www.spam.acma.gov.au](http://www.spam.acma.gov.au) and follow the links to Lodge a Complaint.