

# Changes to the Do Not Call Register announced

Australians can now register their fax numbers alongside their mobile and fixed-line phone numbers on the Do Not Call Register following changes announced by the Australian Government in May. Emergency services and government bodies can now also register their numbers to avoid unwanted telemarketing calls.

The amendments to legislation, which took effect on 30 May 2010, also mean registrations will now last for five years.

The Do Not Call Register is a secure database where Australians can list their numbers to avoid receiving unsolicited telemarketing calls or marketing faxes. The ACMA's Chairman, Chris Chapman, welcomed these important changes.

'The extension of the registration period removes the need to re-register every three years and is an excellent policy outcome for Australians,' said Mr Chapman. 'It also means telemarketers can continue to confine their calls to those who are open to receiving them.'

'Allowing eligibility for emergency service telephone numbers means these vital community service numbers will not be tied up by telemarketing calls. Equally, extending the register to faxes will provide choice to people as to whether or not they have their fax machines tied up by marketing material,' said Mr Chapman.

The changes follow consultation with key industry stakeholders.

'Industry will need some time to adjust to the new arrangements and the ACMA will phase in compliance and enforcement activities, consistent with its track record of graduated enforcement,' said Mr Chapman.

Over the coming months, the ACMA will undertake an education campaign to raise awareness of the changes for consumers and affected industry sectors.

The Do Not Call Register was originally launched in May 2007 to allow private and domestic phone users to opt out of receiving telemarketing calls. There are now nearly five million phone numbers on the register. The ACMA is responsible for the register under the *Do Not Call Register Act 2006*. The Act covers telemarketing calls and faxes from within Australia and overseas.

As well as the Do Not Call Register Act, there is also an industry standard for telemarketing and research calls which the ACMA enforces. The industry standard establishes a minimum set of requirements for all sections of the telemarketing industry making these types of calls. ☎

To register your numbers, visit [www.donotcall.gov.au](http://www.donotcall.gov.au) or call 1300 792 958. Fax numbers can only be registered online.

The register has proven very effective, with more than 90 per cent of people surveyed by the ACMA reporting a noticeable drop in the number of telemarketing calls they receive after registering their home phone number.

Under the Do Not Call Register Act, telemarketing calls or marketing faxes are not allowed to be made or sent to numbers listed on the register. There are some exemptions that allow certain public interest organisations to make specific telemarketing calls or send marketing faxes.

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## Do Not Call Register

It's your call