



national do not call list



information for
Canadian consumers

Canada's National Do Not Call List takes effect on
September 30, 2008.

it's
your **choice**



1-866-580-3625 (DNCL)

www.LNNTTE-DNCL.gc.ca

Have you heard about Canada's National Do Not Call List?

Starting on September 30, 2008, you can sign up to reduce the number of telemarketing calls you receive—and maintain your personal privacy.

It's your choice.

What is the National Do Not Call List?

Every year, thousands of Canadians raise concerns about receiving unwanted telemarketing calls. In 2006, the federal government passed a law allowing for the creation of a National Do Not Call List (DNCL) that all telemarketers must respect. The National DNCL becomes active on September 30, 2008. When you sign up to have your cellular, home phone or fax number included on it, companies making unsolicited marketing or sales calls can no longer contact you.

How do I sign up?

Registering for the National DNCL is simple. Starting September 30, 2008, call 1-866-580-DNCL (866-580-3625) or log on to www.LNNTTE-DNCL.gc.ca and follow a few easy steps required. That's it: your number will be on the List.

How long do I have to wait before my registration takes effect?

After you sign up, your numbers will be added to the List within 24 hours. Telemarketers then have 31 days to update their own information and make sure they don't call you in their next round of solicitation. Don't expect all calls to stop immediately, though. You could still receive calls within those first 31 days.

Is my registration permanent?

No. You must renew every three years if you wish to remain on the List. As well, if your numbers change, you will have to register your new numbers.

How do telemarketers know I'm on the National DNCL?

Telemarketers are required by law to subscribe to the National DNCL. Such companies pay fees to download updates from a secure website. It is their responsibility to ensure numbers on the List are not called.

What do I do if I get calls after I am on the National DNCL?

You can lodge a complaint with the operator of the National DNCL online at www.LNNTTE-DNCL.gc.ca or by calling 1-866-580-DNCL (866-580-3625). One important detail: don't hang up if you get an unwanted call! To make a complaint you need to provide the name of the organization that called you OR the number where that organization can be reached, the date of the call and your own number. By law, telemarketers must give you their name and number. After you make your complaint, an investigator will follow up and determine if the rules have been broken.

Why should you learn more about the National Do Not Call List?

Your privacy is yours to manage: being informed will help you take action to protect yourself.

What happens to telemarketers who call numbers on the National DNCL?

New legislation gives the Canadian Radio-television Telecommunications Commission (CRTC) the power to assign penalties of up to \$1,500 per infraction for individuals and \$15,000 for corporations that do not follow the National DNCL rules.

Does being on the List prevent all unsolicited calls?

Being on the National DNCL keeps you from receiving most telemarketing calls, but there are exceptions. Registered charities are still allowed to call for donations, and certain other organizations—such as companies conducting polls or surveys, political parties, and newspapers looking for subscriptions—can also continue to contact you. As well, if you've done business with a company in the last 18 months, that company is considered to have a relationship with you and is allowed to call. After 18 months the company must stop calling if you're on the National DNCL, unless you give permission otherwise. To learn more about exemptions, call 1-866-580-DNCL (866-580-3625) or go to www.LNNTTE-DNCL.gc.ca.

Can I do anything to stop exempted calls?

Yes. If you do not want to be called by an organization—even if that organization is legally allowed to call you—you can ask to be put on its own do not call list. Every telemarketer based in Canada must maintain such a list and respect your wishes not to be called.

What happens if I receive a call after hours?

Even organizations making exempt calls must abide by the telemarketing rules. Exempt calls that are made outside the permitted calling hours should be reported to the National DNCL operator, and the organization that called you may be subject to pay a penalty.

Will I be protected from phone fraud if I sign up?

The National DNCL applies to all telemarketing organizations. It does not necessarily prevent fraudulent telemarketing calls. That's why it's important for you to always be on your guard: if you receive a call and are worried it may be part of a fraud scheme, contact the police.

Sign up

Make sure you're ready when Canada's National Do Not Call List takes effect. Beginning on September 30, 2008, go to www.LNNTTE-DNCL.gc.ca or call 1-866-580-DNCL (866-580-3625) to register. You can manage your privacy. It's your choice.

National Do Not Call List at a glance

- The National Do Not Call List takes effect on September 30, 2008.
- Signing up is simple and quick.
- It's the telemarketer's job by law to check and respect the National DNCL.
- Some kinds of calls are exempt—the National DNCL does not apply in every case.
- If you do receive a valid call, the telemarketer has to follow Canada's Unsolicited Telecommunications Rules.
- You may ask to be put on a telemarketer's own do not call list at any time.
- Complaints can be made quickly and easily by phone or online—and any telemarketer found to be in violation of the law can receive financial penalties.

The Canadian Radio-television and Telecommunications Commission (CRTC) will launch the National Do Not Call List (DNCL) in September 2008. Bell Canada was contracted to act as the National DNCL operator, and will be responsible for registering numbers, providing telemarketers with up-to-date versions of the List, and handling consumer complaints about telemarketing calls.