

Solar telemarketing— make the right call



The Australian Communications and Media Authority (ACMA) is targeting unlawful solar telemarketing.

Telemarketing can help reach potential customers. However, some practices may frustrate consumers, have a negative impact on your reputation, and break the law.

You must comply with the rules, even if you outsource telemarketing to other businesses.

You are also responsible for checking that leads or marketing lists you buy are compliant before you use them.

The rules

Australia's telemarketing rules protect people from unwanted or intrusive telemarketing.

The rules are set out in the [Do Not Call Register Act 2006](#) and the [Telecommunications \(Telemarketing and Research Calls\) Industry Standard 2017](#).

Under the rules, Australians can opt out of most telemarketing calls by listing their numbers on the Do Not Call Register.

There are also strict rules about when calls can be made, when they must be ended and what information must be provided.



How to get it right

1. Review your processes

- ✓ Check (or 'wash') numbers against the Do Not Call Register, or make sure your provider does.
- ✓ Get—and maintain—records of consent to call numbers on the Do Not Call Register. It's your responsibility.

2. Meet the minimum standards

- ✓ Only make calls between 9.00 am and 8.00 pm weekdays, and 9.00 am and 5.00 pm Saturdays.
- ✓ Provide all required information, including the name of your business and the purpose of the call.
- ✓ End the phone call as soon as someone asks.
- ✓ Enable caller ID and make sure the number can receive return calls.

3. Check in with your outsourced telemarketing provider

- ✓ Have a written contract in place that requires compliance with the rules.
- ✓ Regularly check that your provider has effective training, systems and processes in place to ensure compliance, as you may be liable.
- ✓ Act if you find out your provider is doing the wrong thing—it's your reputation on the line.

4. Be careful when buying leads or marketing lists

- ✓ Make sure written contracts include compliance with the rules.
- ✓ Make sure your provider is 'washing' lists or has consent. It's your responsibility, so ask for records.

You can find out more about the rules, including how to check your calling lists, at donotcall.gov.au.

