



Your phone. Your time. Your rights.

Your guide to the Do Not Call Register
and Australia's telemarketing rules



do not call
register

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The Do Not Call Register is a government service provided under the *Do Not Call Register Act 2006* to help stop unwanted telemarketing calls and marketing faxes to Australian numbers. The Telecommunications (Telemarketing and Research Calls) Industry Standard 2017, and the Fax Marketing Standard 2011 provide additional rules that apply to all telemarketing and research calls.

Privacy information

The ACMA and the Do Not Call Register operator are bound by the *Privacy Act 1988*. You can find more information at donotcall.gov.au.

This document is a guide only and should not be relied on as legal advice.

Quick guide

Put a ‘do not disturb’ sign on your phone

To reduce unwanted telemarketing calls, join the millions of Australians who have listed their numbers on the Do Not Call Register.

Your phone: Getting on the register is easy

It's fast, free and confidential to register your number. Your number stays on the register indefinitely unless you remove it.

Your time: Rules to protect you from unwanted telemarketing calls

Once your number has been on the register for 30 days, telemarketers shouldn't call you unless they have your permission.

It's important to know that some telemarketing calls are exempt. This means calls can still be made even when your number is on the register (more information is on pages 4 and 5).

Telemarketing and research callers must also meet strict rules about when calls can be made, when they must be ended and what information must be given to you. These rules apply even if you are not on the Do Not Call Register or the calls are made by someone who is exempt.

Your rights: This guide explains what you can expect

Your rights include:

- > giving telemarketers permission to call you, and taking it away
- > asking to end telemarketing and research calls at any time
- > asking for information during a call
- > making a complaint if the rules are broken.

This guide also provides some practical tips on how you can deal with unwanted telemarketing calls or faxes. The guide does not cover Australia's email and SMS spam laws. You can find information on dealing with these types of messages at **acma.gov.au**.

Registering is fast, free and confidential

Rules for registering

You can register your home and mobile numbers if they are mainly for personal use. Businesses and individuals can also register fax numbers.

Business phone numbers are **not** eligible and can't be registered. If you use your number for both personal and business calls, it must be mainly for personal use to be registered. Remember, it is an offence to provide false or misleading information.

Check if your number is already registered

If you are already registered, you don't need to re-register—quickly check by contacting us.

Register your number

You can register a number if you are the account holder, or the nominee or authorised officer of the person who owns the account.

After you have registered you should notice a reduction in calls after 30 days. That's how long telemarketers have to stop contacting you after you first register.

Change or remove your number

If you need to change or remove your number, such as when you move, please contact us.

The rules are there to protect you

How to recognise a telemarketing call

Telemarketing calls are commercial—for example, they offer to sell goods and services or offer business or investment opportunities. If it is not commercial, it is generally not a telemarketing call.

Calls about debt collection, product recalls, and appointment rescheduling and reminders, are generally not telemarketing.

Some organisations can still call you—but there are strict rules they must follow

Registered charities, educational institutions calling students, government bodies and registered political parties are exempt and are allowed to make telemarketing calls to numbers on the register. Research calls can also be made to numbers on the register.

However, all telemarketing and research calls—even from exempt parties—must follow strict rules about calling times and provide you with information. These rules are detailed on the next page.

You can give permission—and take it away

Telemarketers may still call you if you are on the register if they have your permission. Permission can be obtained directly or indirectly. So, what's the difference?

- > **Direct permission:** You, or your nominees, agree to receive marketing calls, for example, by ticking a box. Unless you agree to a specific period, permission expires after three months.
- > **Indirect permission:** Indirect permission may be based on an existing business relationship. For example, if you hold a bank credit card, that bank may call with related offers.
- > **Withdrawing permission:** Importantly, you can take away direct or indirect permission at any time in writing or verbally during a call.

You can end a call at any time

If you receive a call without your permission, politely but firmly say:

'I am on the Do Not Call Register and I have not given my permission to receive this call. Please take me off all your marketing lists and do not call me again. Thank you.'

You may also take details and complain to the ACMA about the call—or any repeat calls. More information about what to include in your complaint is later in this guide.

The rules all telemarketing and research callers must follow

Strict rules apply to all telemarketing and research calls, even if the calls are from exempt organisations.

Telemarketing and research calls can only be made at certain times

Type of call	Weekdays	Saturday	Sunday	National public holidays
Telemarketing	9 am–8 pm	9 am–5 pm	NEVER	NEVER
Research	9 am–8.30 pm	9 am–5 pm	9 am–5 pm	NEVER

National public holidays include New Year's Day, Australia Day, Good Friday, Easter Monday, Anzac Day, Christmas Day and Boxing Day, plus any day given instead of these public holidays.

Callers must provide helpful information as soon as the call starts

Telemarketers and research callers must provide their given name, employer, and the purpose of the call. They must also tell you if they are calling on behalf of another business.

Callers must provide more information if asked

If you ask, telemarketers and research callers must tell you the contact details of their employer, and if they are calling on behalf of another business, that business's contact details. Telemarketers must also provide details about where to make enquiries and complaints if asked.

Callers must end calls if asked

If you ask to end a call, the telemarketer or research caller must end it. They may ask if you would like them to call back. It is your choice whether to provide this permission.

Callers must display information

Telemarketers and research callers must ensure their number is displayed (on phones that have this feature). This is called calling line identification. For example, calls must not display 'private' or 'unknown'.

If a telemarketer breaks the rules, report it

You can make a complaint if you believe the rules have been broken.

What happens to your complaint?

All complaints are important to the ACMA and are logged in our complaint and investigation database. This information helps us to identify potentially serious, ongoing and widespread issues and take action when necessary.

After we receive a complaint, the ACMA generally deals directly with the businesses involved about their obligations. Where there is evidence that the issues are serious, ongoing or widespread, the ACMA may investigate.

The penalties for breaching the rules can be very serious for businesses.

If you have made a complaint, the ACMA may contact you for further information if required.

What we need when you make a complaint

Keep records if you can and provide as much detailed information as possible, including:

- > the time and date of the call
- > your number
- > the name of the business that called
- > the contact details of the business
- > what products or services were offered
- > the number displayed on your phone during the call (or tell us if no number was displayed)
- > whether you have any existing relationship with the business that called you.

Complaints may be made anonymously, but this may limit the information we can obtain and the action we can take.

For more information about our complaints -handling process, please visit the ACMA website at acma.gov.au.

Five tips to reduce unwanted calls



Join the Do Not Call Register

List your numbers on the register. It's fast, free and confidential.



Know what you're signing up for

Check the fine print when you sign up to online newsletters, tick boxes, enter competitions or accept terms and conditions —you might be agreeing to receive calls from marketers.



Just say no

Take control. If you receive an unwanted telemarketing call, ask to be removed from their call list. You can also contact a business directly and ask to be removed from their lists.



Get your block on

Your smartphone may have a setting to block numbers. There are also apps for this.



Report the rule-breakers

Make a complaint to the Do Not Call Register if you think the rules have been broken.

Other useful information

Be careful of fishy telemarketing calls—they could be scams! Never give an unwanted or unknown caller your personal or financial information. If you think it's a scam, tell the caller not to call again and hang up. You can report scam calls at scamwatch.gov.au.

You also have rights under the Privacy Act, including how your personal information is used for direct marketing activities. For more information contact the Office of the Australian Information Commissioner at oaic.gov.au or call 1300 363 992.

**Check, change or register your details today.
Learn more about the rules or make a complaint.**

**Do Not Call Register Contact Centre
1300 792 958
Monday to Friday, 8.30 am–5 pm
donotcall.gov.au**

Australian Communications and Media Authority
acma.gov.au