

## What can you do if you receive marketing calls against your wishes?

Not all marketing calls fall into the category of 'unsolicited calls'. A business may contact you for marketing purposes if you are or recently were a customer. It can do this even if your number is included in the opt-out listing, unless you tell it that you do not want it to phone you.

You might also receive a marketing call if you provide phone details to a company, for example by entering a competition, redeeming coupons or requesting a brochure. If you do not want it to phone, say that when you give your details.

If you get an unwanted marketing call from a business that you have had no prior dealings with, or to which you have not provided contact details, tell the caller you do not want to be contacted by that company again.

If you get the call more than 28 days after your details have been recorded in the opt-out listing of the NDD, or after you have told the company in question not to contact you again, you may wish to complain to the Office of the Data Protection Commissioner. This office can investigate and prosecute the company if necessary.

### How can I contact the Data Protection Commissioner?

By phone: (057) 8684800 or LoCall 1890 252 231  
(9.15 am to 5.15pm)

By fax: (057) 8684757

By email: [info@dataprotection.ie](mailto:info@dataprotection.ie)

By post: Office of the Data Protection Commissioner  
Canal House  
Station Road  
Portarlinton  
Co. Laois

### How can I contact ComReg?

By phone (LoCall): 1890 229 668  
(9.00am to 5.30pm) Monday to Friday

By fax: (01) 804 9671

By email: [consumerline@comreg.ie](mailto:consumerline@comreg.ie)

Our websites are:

[www.comreg.ie](http://www.comreg.ie) / [www.askcomreg.ie](http://www.askcomreg.ie) / [www.callcosts.ie](http://www.callcosts.ie)

By post: ComReg Consumer Team, Irish Life Centre  
Block DEF, Lower Abbey Street, Dublin 1

# Cold Calls



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# A quick guide to preventing unwanted calls from direct marketing companies

All telephone users can now register whether or not they want to receive 'cold calls' to their phone.

'Cold calling' is when a company calls you, without getting your permission, so they can try to sell you goods or services. This is sometimes called 'direct marketing'. It is easy and free of charge to make your preference known. You just need to contact your phone line provider - the company to which you pay line rental.

All providers have been contacting their customers with details on the arrangements for registering a preference, so watch out for further information on your monthly or two-monthly bills or on your service provider's website.

In this guide, we:

- describe how you can make your preference known; and
- outline what you can do if you receive cold calls against your wishes.

## How does the process work?

All phone numbers contained in public phone books or available through directory enquiries are held in a central record known as the National Directory Database (NDD).

When you contact your phone provider to tell it that you do not want to receive direct marketing calls, it will make sure that this is recorded in the "opt out listing" of the NDD. It will do this promptly, but if there are a large number of similar requests it may take up to five working days.

Direct marketing companies can get a copy of the NDD and the opt-out listing to see which phone users do not want to receive cold calls and make sure that they do not call them. However, it can take up to 28 days after the information is recorded in the NDD for marketers to access the opt-out listing. This depends on how often they update their own listings.

### Fixed-line phone users

If you have a fixed-line (landline) phone and you do not want direct marketing companies to call you, you should contact the company from which you rent the line. You do not need to do anything if you do not object to receiving calls from companies wanting to sell you goods or services.

### Mobile phone users

Most mobile phone numbers are not listed in the NDD and so it is not possible for mobile users to register a preference.

However, the mobile phone companies have barred all direct marketing companies from making cold calls to mobile phone numbers. If you want to allow direct marketers to contact you in this way, you may call your mobile service provider and ask it to make your number available to direct marketers.

## What about unsolicited faxes?

Direct marketing companies are not allowed to send any residential customer a fax without getting their permission first.

### Business users

Direct marketing companies may send unsolicited faxes to businesses. So if you are a business user with your fax number in the NDD (National Directory Database) and you do not want direct marketing companies to fax you, you should contact the company from which you rent the line. You should note that the NDD does not distinguish between phone numbers used for voice calls and used by fax machines, as they can sometimes be the same.

The NDD does not include the full range of Direct Dial Inward (DDI) numbers that a business may use. It usually just includes the number of the main switchboard or the numbers that the business user chooses to have included in public directories. Direct marketing companies may choose to randomly dial DDI numbers, so their calls may be difficult to block.