

What types of calls are exempt from the National Do Not Call List rules?

The Canadian Radio-television and Telecommunications Commission (CRTC) has already released and is enforcing its Unsolicited Telecommunications Rules. The Unsolicited Telecommunications Rules include National Do Not Call List rules, telemarketing rules and Automatic Dialling-Announcement Device (ADAD) rules.

The rules and revisions came into effect at the same time the National Do Not Call List was launched on September 30, 2008. All telemarketers who are undertaking telecommunications that are exempt from the National Do Not Call List are still required to comply with the Telemarketing and ADAD Rules and to respect the consumer's choice if they no longer want to be contacted; more information can be found below or at the CRTC Do Not Call (DNC) web site: <https://www.innate-dncl.gc.ca>.

The following checklist is intended to help you identify the types of calls that are exempt from the DNC rules.

Note: this tool is intended to guide decisions and stimulate focused conversations about Do Not Call compliance within your organization. For a complete assessment of your needs, please contact your Bell representative. You can also request to be contacted by a Bell representative by [clicking here](#).

Are you making exempt calls?

Calls made on behalf of any of the following organizations are exempt from the National Do Not Call List rules:

- Registered charities
- Political parties
- Nomination contestants, leadership contestants or candidates of a political party, and
- Newspapers, as long as the call is for the sole purpose of soliciting a subscription for a general-circulation newspaper

The following types of calls are also exempt:

- Calls made for the sole purpose of collecting information for a survey
- Calls made to a person who has an existing business relationship with the organization the call is on behalf of, or
- Calls made to business consumers

If you are solely making the types of calls listed above, you do not have to subscribe to the National Do Not Call List.

For a complete list and explanation of the types of calls that will be exempt please refer to the CRTC National Do Not Call web site: <https://www.innate-dncl.gc.ca/ind/ntr-nrt-eng#link05>



Telemarketing and ADAD rules:

These rules are already in effect, and you must make sure that you are aware of them and are implementing them within your organization

- **All telemarketers and clients of telemarketers are required to keep their own do not call lists, even if the calls they are making are exempt from the National Do Not Call List.**
 - A telemarketer has to place a consumer's number on its (or its client's) do not call list within 31 days of receiving a request
 - Once a consumer's number is on a do not call list, it must stay there for three years and 31 days from the date the consumer makes the request
 - A telemarketer is not to call to any number on its do not call list or its clients do not call list
 - A request by a consumer not to be called must be processed at the time of the request
- **When making a call, a telemarketer is required to provide several important details to the consumer at the beginning of the call. These details include:**
 - The name of the person placing the call
 - The name of the telemarketer
 - The name of the client (if a call is placed on behalf of a client)
 - The purpose of the call (if the call is exempt from the National Do Not Call List rules)
- **When making a call, a telemarketer is required to provide, upon request, the following information:**
 - A telephone number (or fax number if sending a telemarketing fax) so that a customer can contact an employee or representative of a telemarketer and its client
 - The name and address of an employee or representative of the telemarketer and its client so that a consumer can send in comments or requests in writing
 - A telephone number that is toll-free or local, and has either a live operator or a voicemail system to take messages

The voice mail must inform consumers that their call will be returned within three business days. Any messages must be returned within three business days. Voice and fax telemarketing calls can only be made within the following hours: Monday to Friday, 9:00 a.m. to 9:30 p.m.; Saturday and Sunday, 10:00 a.m. to 6:00 p.m.

Help protect your company while maximizing your prospect funnel:

Talk to the experts at Bell

For a complete assessment of your needs and to learn more about Bell Do Not Call solutions, contact your Bell representative or [click here](#) to have Bell representative contact you. You may also visit bell.ca/donotcall for access to additional Do Not Call resources.

