

Canadian Bill for Implementing National Do Not Call List

In order to protect privacy and stop intrusive telemarketing by reducing the volume of unsolicited telemarketing calls Canadians receive at home, the Government of Canada introduced a bill that aims to empower the Canadian Radio-television and Telecommunications Commission (CRTC) with the ability to establish a national “Do Not Call List”. It will also give the CRTC the power to levy substantial penalties against telemarketers who do not follow the rules by imposing \$1,500 per offending call for individuals and \$15,000 per offending call for corporations. This service would be operated by a private sector third party and funded on a cost-recovery basis from telemarketers themselves.

When the bill becomes law, the CRTC plans to consult Canadians on the implementation of a national Do Not Call List. Among other questions, such consultations could include the exclusion of any organizations from the Do Not Call List.

Once the list is operational, similar to the United States and the United Kingdom, telemarketers will be required to regularly download and respect a centralized list of Canadian telephone numbers they are not allowed to call.

Caroline Simard, GREX Advisor

Adapted from Industry Canada – “Minister of Industry Tables Legislation for National Do Not Call List”

Source:

<http://www.ic.gc.ca/cmb/welcomeic.nsf/261ce500dfcd7259852564820068dc6d/85256a5d006b972085256f690056a4a8!OpenDocument> (13 December 2004)

Bill C-37: http://www.parl.gc.ca/PDF/38/1/parlbus/chambus/house/bills/government/C-37_1.PDF