

Note: the below is an extract of correspondence sent through the ACMA's customer relationship management system.

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From: DNCR-compliance@acma.gov.au

To: info@[REDACTED].com.au

Date: 15/07/2019

Subject: [SEC=UNCLASSIFIED] Compliance with the Do Not Call (DNCR) legislation

CRM:000661001258

Dear [REDACTED],

### **Compliance with Australia's telemarketing laws**

The Australian Communications and Media Authority (ACMA) is responsible for monitoring and enforcing Australia's telemarketing laws. These laws prevent unwanted intrusion and impact on the privacy of Australians. They also promote responsible business practice.

The ACMA has received one or more recent complaints that your business may be in breach of the rules. Details are set out at **Attachment A**.

### **Why are we writing to you?**

The ACMA generally informs entities about complaints received about their telemarketing practices, taking into account all privacy considerations.

It is important to note that this letter highlights allegations received from one or more members of the public. It provides you with an opportunity to review and fix processes, where warranted, to ensure compliance with the telemarketing laws.

Please be aware that if the ACMA becomes aware of ongoing, systemic or serious non-compliance, we will consider a formal investigation. Where breaches are found, the [penalties](#) can be serious.

### **The telemarketing laws**

The *Do Not Call Register Act 2006* prohibits telemarketing calls being made to telephone numbers on the Do Not Call Register without the prior consent of the recipient.

The *Telecommunications (Telemarketing and Research Calls) Industry Standard 2017* sets out strict rules about when telemarketing and research calls are permitted, the information that must be provided during a call, when calls must be terminated, and the use of calling line identification.

### **More information and contact**

Detailed information about Australia's telemarketing laws (including guidance for business) is available [here](#) or at [www.acma.gov.au](http://www.acma.gov.au).

Updates about action taken by the ACMA on unwanted telemarketing is available [here](#).

If you believe information in this letter is incorrect or you wish to discuss your compliance obligations, we welcome contact via return email to [DNCR-compliance@acma.gov.au](mailto:DNCR-compliance@acma.gov.au).

**The ACMA's Unsolicited Communications Compliance and Enforcement Team**

## Attachment A

Summary of complaints received since 19/06/2019.

Please consider removing any numbers listed below from all marketing and contact lists used by your business.

This information should only be used to review your compliance with the *Do Not Call Register Act 2006* (DNCR Act) and *Telecommunications (Telemarketing and Research Calls) Industry Standard 2017* (Telemarketing Industry Standard). You should not contact any complainant about this matter. Doing so may be an unlawful use of the complainant's personal information under the *Privacy Act 1988*.

ACMA ref	Date of call	Approx. time of call	Calling line identification displayed	Number called*	Potential compliance issues
292215	31/05/2019	1:00:00 PM - 1:30:00 PM			Making, or causing to be made, a telemarketing call to a number on the Do Not Call Register  Causing a call to be made without ensuring that calling line identification was enabled at the time it made the call, or caused the call to be made

\* Numbers are not provided where the ACMA has not been given consent to disclose them by the complainant.