

Corporate TPS Register Factsheet

Overview

For some while now it has been a legal requirement for commercial, charitable and voluntary organisations to screen telephone numbers against the TPS Register before they made any unsolicited or marketing calls to Individuals, Sole Traders or Partnerships.

From 25th June 2004 the legislation will be expanded to allow corporate bodies such as limited companies to opt out from receiving TeleMarketing Calls.

The new register will be called the **Corporate Telephone Preference Service (CTPS)**

The CTPS will be a separate register from the existing consumer TPS register and will contain telephone numbers only from corporate bodies.

General Information

Under the Privacy and Electronic Communication (EC Directive) Regulations 2003 Corporate Subscribers will now be able to register their numbers on the TPS to opt out of receiving unsolicited direct marketing calls. Direct Marketers will be obliged to screen data as frequently as is necessary to ensure that nobody protected by the Regulations, who has registered 28 days or more previously, is contacted.

The CTPS Data File will contain telephone numbers only from corporate bodies such as limited companies in the UK, limited liability partnerships in England, Wales and Northern Ireland or any partnership in Scotland. It will also include schools, government departments and agencies, hospitals and other public bodies.

Companies will be able to place their telephone numbers (including DDI numbers) onto the register completely free of charge, but unlike consumers who can register by phone, mail or via the TPS website, registration for companies can only be made in writing. Another difference is that an annual reminder will be sent out and each company must confirm that they wish for their telephone number to remain registered.

The CTPS register will start accepting registrations from 25th June 2004 and screening must take place 28 days afterwards (23rd July).

NB. The CTPS legislation should be applied in addition to and not in place of your existing and legal requirement to maintain a 'Do Not Call' list.

What constitutes a telemarketing call?

For the purpose of this act only unsolicited (or uninvited) telemarketing calls are covered. This is one where the caller is promoting their goods and services or their aims and ideals and includes fundraising calls. In other words, it could be a promotional call from a commercial enterprise, a charity or even a political party.

Some Exemptions

A call made by a market researcher or opinion pollster is unlikely to be a telemarketing call unless part of the call also includes the promotion of a particular product or service or a particular cause. A call to check contact details is unlikely to constitute a marketing call but telemarketers should guard against trying to circumvent TPS registration by using such a call as a lead into a marketing call. Recipients of such calls can, of course, refuse to confirm contact details if they wish.

How do I screen my numbers

You can send your database to ADMAR, one of the UK's oldest and leading Preference Service and Suppression Bureau who will match your telephone numbers against the latest TPS and CTPS files and advise you of which one you should not contact. This is done very quickly, efficiently and cost effectively.

Contact ADMAR now on 01673 859100 or e-mail info@admar.co.uk for an immediate quotation.

Additional information can be found at our website at www.admar.co.uk/ctps.htm

