

## The Importance of Do Not Call List Registers

Since the “Do Not Call Register Act 2006” was established in Australia, telemarketers are not allowed to call names that have been placed on that list. If they do, then they breach the Act and are liable to pay huge fines. There is however some important information regarding the Do Not Call Register Act 2006.

Only those with telephone numbers primarily used for private and domestic purposes can register themselves on this list. This excludes small businesses that are run from home if they use their phone mainly for business purposes. While registering is relatively easy by calling **1300 792 958** or visiting the website [www.donotcall.gov.au](http://www.donotcall.gov.au), it can take up to 30 days for telemarketing companies to stop calling you.

Business owners who purchase lists within Australia can normally ask to be asserted whether those lists have been collected with this law in mind. If you are unsure as to whether your list broker secures himself against this law (list washing), you are best off to ask. Some list providers will offer “list washing” for an additional fee and others will not be able to provide you with such a service.

There are also some exemptions who can still call and are not obligated to follow the Do Not Call Register Act 2006. These are politicians, government bodies, charities, religious groups and legitimate research companies.

The Do Not Call Register Act 2006 is effective 3 years once activated by individuals and cannot be abused by Australian and overseas telemarketers.

List buyers need to be aware of this in order to avoid hefty fines. It is best to double check with your list broker in order to avoid trouble later down the track.