

Telstra fined for telemarketing to 'Do Not Call' numbers

A review of Telstra's systems and procedures for compliance with the *Do Not Call Register Act 2006* is underway after it was fined for telemarketing to numbers listed on the Do Not Call Register.

Telstra paid a \$101,200 infringement after the ACMA found that one of its external call centres in Australia made telemarketing calls to numbers listed on the register. Telstra has also entered into a wide-ranging enforceable undertaking with the ACMA, which includes the appointment of an external consultant to review their compliance with the Do Not Call Act.

The ACMA commenced an investigation into Telstra's compliance with the Act in August 2008 after continuing to

'The ACMA expects large businesses like Telstra to be leading the way and setting an example when it comes to compliance with the Do Not Call Register—not falling behind,' said Chris Chapman, Chairman of the ACMA.

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receive consumer complaints despite having advised Telstra of potential compliance problems. The investigation found that inadequate compliance systems, procedures and supervision had contributed to calls being made to numbers on the register where the consumers were not existing Telstra customers.



and is now setting about fixing these issues. The ACMA appreciates Telstra's cooperation during the investigation, and the substantial commitment demonstrated in its enforceable undertaking to improve its telemarketing practices.'

Customers who receive an unsolicited telemarketing call more than 30 days after entering their number on the register should take down as much information as they can about the call if they wish to make a complaint. The ACMA relies on consumer complaints to identify businesses that may be making prohibited calls to numbers on the register. ☎

People can enter their Australian fixed line or mobile telephone number on the Do Not Call Register or lodge a complaint at www.donotcall.gov.au, or by phoning 1300 792 958. People who have entered their number on the register should note that registration lasts for three years.