



MUSTEL GROUP
MARKET RESEARCH

Canada's National Do Not Call List (DNCL) & Market, Opinion and Survey Research

On June 30th, 2006 legislation entitled *Bill C-37, An Act to amend the Telecommunications Act* came into force giving the Canadian Radio-television and Telecommunications Commission (CRTC) authority to establish a national do not call list. The intent of the legislation is to provide Canadians an avenue whereby they can choose to reduce the number of telemarketing calls they receive. Starting September 30th, 2008 citizens were able to register their telephone numbers on the list either online or by telephone.

However according to the CRTC's printed materials on the DNCL, **organizations conducting market research, surveys, or public opinion polls are not telemarketing and, as such, are exempt from the DNC rules.** See Part II, 3 (f) and Part III, 6 in the CRTC's *Unsolicited Telecommunications Rules* (link provided below).

If you have any questions on this or other Mustel Group Market Research Privacy related issues please contact:

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Other useful links on this subject:

- ▶ CRTC National Do Not Call List: http://www.crtc.gc.ca/eng/DNCL/brochure_consumer.htm
- ▶ Who Can Still Call You: <https://www.lnnte-dncl.gc.ca/cofi-fico-eng>
- ▶ CRTC's *Unsolicited Telecommunications Rules*: <http://www.crtc.gc.ca/eng/trules-reglest.htm>

