Why Register & How to Register with the CRTC NDNC Registry

About the National Do Not Call List (DNCL)

What is the National Do Not Call List (DNCL)?

The National Do Not Call List (DNCL) gives consumers a choice about whether to receive telemarketing calls. The Unsolicited Telecommunications Rules, of which the National DNCL Rules are a component, set out responsibilities for Canada's telemarketers and clients of telemarketers.

As a telemarketer, or a client of a telemarketer, you need to be aware of your responsibilities regarding the use of the National DNCL.

Why was the National DNCL created and who manages it?

To give consumers the ability to reduce the number of telemarketing calls they receive, the federal government passed a law in 2005 to allow the creation of a National DNCL that all telemarketers must respect and use.

Raymond Chabot Grant Thornton Consulting Inc. has been contracted by the Canadian Radio-television and Telecommunications Commission (CRTC) to act as the National DNCL Operator. The National DNCL Rules are enforced by the CRTC.

The National DNCL Rules

What are the National DNCL Rules?

The National DNCL Rules are a subset of the CRTC's <u>Unsolicited Telecommunications</u> <u>Rules</u>. The Rules require that telemarketers who call on their own behalf and organizations who engage a third party to call on their behalf (client of a telemarketer) subscribe to, pay fees for, and access the National DNCL. The National DNCL Rules prohibit telemarketers and clients of telemarketers from calling telephone numbers that have been registered on the National DNCL for more than 31 days. All telemarketers and clients of telemarketers must follow these Rules unless they are making calls that are specifically exempted from the National DNCL Rules.

What are the Unsolicited Telecommunications Rules?

The <u>Unsolicited Telecommunications Rules</u> include the Telemarketing Rules, the Automatic Dialing-Announcing Device (ADAD) Rules and the National DNCL Rules. All telemarketers and clients of telemarketers must follow the Telemarketing Rules and the ADAD Rules regardless of whether they are making calls that are specifically exempted from the National DNCL Rules. The ADAD rules also contain provisions which apply to calls which are not telemarketing. The full set of Rules can be found on the <u>Telemarketing information page</u> in the Consumers section of the <u>CRTC website</u>. You can also read a condensed version of the Rules in the <u>National Do Not Call List and Telemarketing Rules</u>.

Are all unsolicited calls considered to be telemarketing calls?

No, not all unsolicited calls are telemarketing calls. Calls that are not considered telemarketing calls, and do not need to follow the National DNCL Rules but may need to follow the ADAD Rules include:

- product recall calls
- appointment reminder calls
- calls related to payment or bill collections
- public service announcements
- calls for the sole purposes of market research, surveys or public opinion polls

Please refer to National Do Not Call List Exemptions for more details.

Do the Rules extend to telemarketers from outside of Canada?

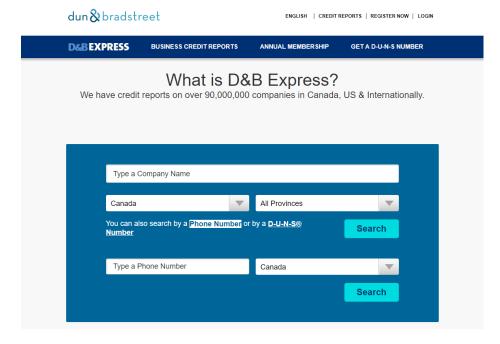
Yes. The Rules apply regardless of where the call originates. Telemarketers calling Canadian consumers from outside of Canada must comply with the National Do Not Call List Rules.

My company makes telemarketing calls for other organizations. Do I have any responsibilities under the National DNCL Rules?

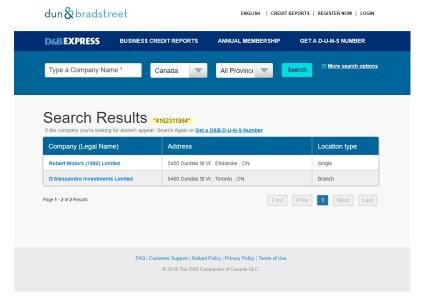
Companies who make telemarketing calls on behalf of other organizations are telemarketers. You must ensure that any client for whom you make telemarketing calls is registered with the National DNCL Operator. If the telemarketing calls you are making are not exempt from the National DNCL Rules you must ensure your client is subscribed to the National DNCL. You must keep records of your clients' registrations and subscriptions for a period of three years.

How to Register with the NDNC

- 1. Make sure your dealership is registered with Dunn & Bradstreet
- 2. Search either by Company Name or Phone Number

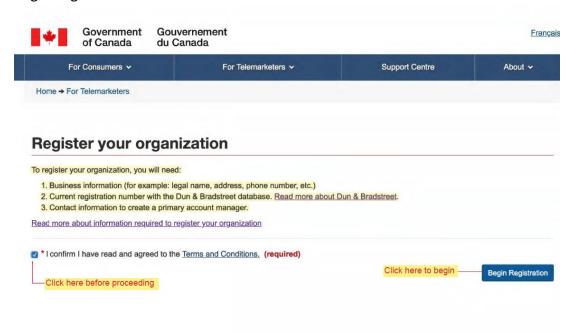


- 3. The search result should populate your dealerships **legal business name** & **address**
 - a. You will need both of these for your dealership.

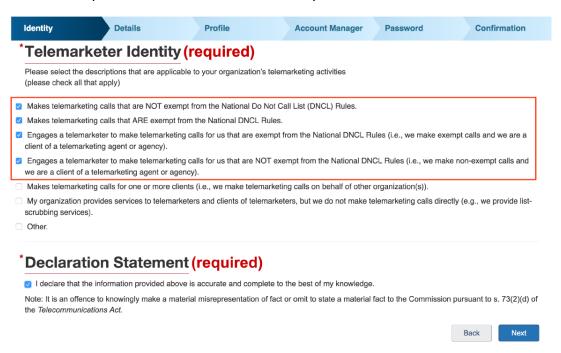


Please Note: If you search your phone number or business name and a different address populates and you know your business has moved, please use that address and apply later with D&B to get an address change.

- 4. Once you have your legal business Name and Address; <u>Click Here to go to the NDNC</u> Registration Site.
- 5. Follow the steps below to register your company with the CRTC NDNC.
- 6. Begin Registration



7. Select the top 4 boxes for telemarketer identity and click the declaration statement

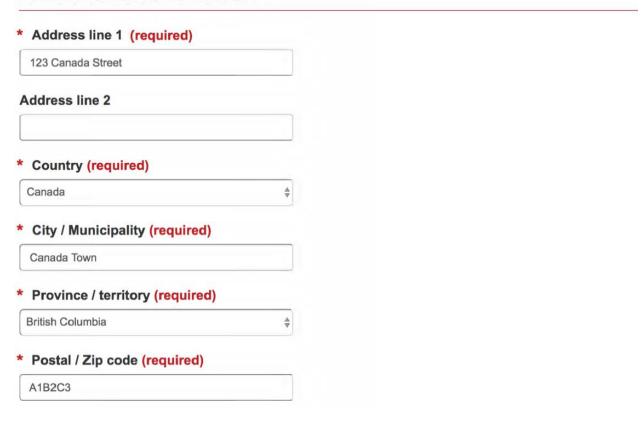


8. Fill out the Legal Business Name that you found on the Dunn & Bradstreet website as well as the phone number that your dealership operates under.



9. Fill in the Address found on the Dunn & Bradstreet address

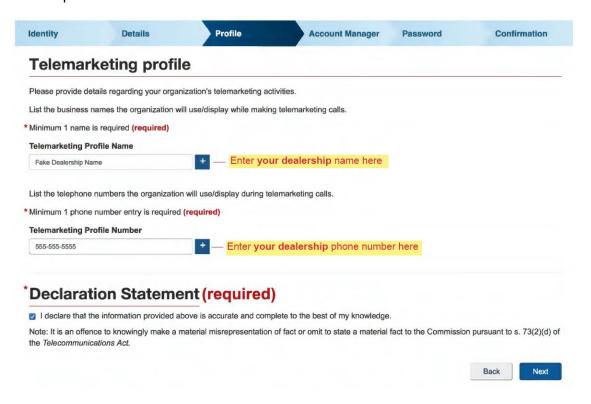
Business address



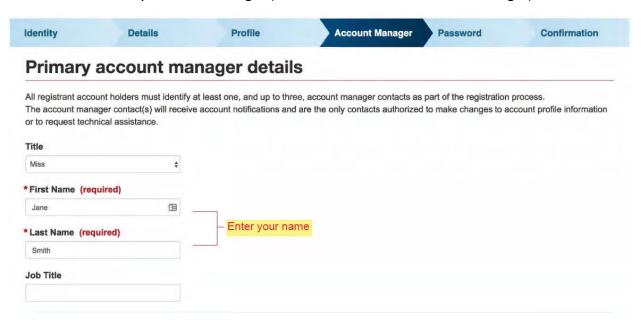
10. The **Industry** should be **Automotive.** The number of telemarketing agents is **Your Sales Staff Plus 20.** Once complete, click the declaration statement and click next

* Industry (required) Automotive Business description Number of employees * Number of telemarketing agents (required) 20 This is the number of employees at ARC * Declaration Statement (required) ② I declare that the information provided above is accurate and complete to the best of my knowledge. Note: It is an offence to knowingly make a material misrepresentation of fact or omit to state a material fact to the Commission pursuant to s. 73(2)(d) of the Telecommunications Act. By selecting Next, you provide the National DNCL operator consent to transmit your registration information to Dun & Bradstreet for identification verification.

11. You will then need to enter **Your Dealerships Name** into the Telemarketing Profile Name & Your **Dealerships Phone Number** into The Telemarketing Profile Number. Once Complete. Click the Declaration Statement and click Next.



12. Enter the Primary Account Manager (Either a Controller or General Manager)

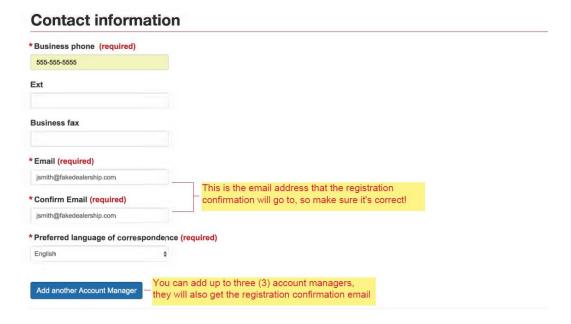


13. Click "Use the Business Address Previously Listed" to populate the legal business address.

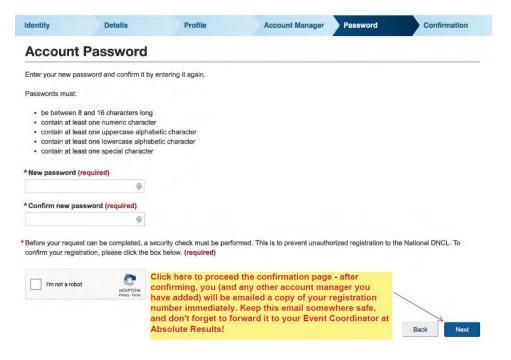
Mailing address



14. Enter the contact information. (Business Phone Number, Email, & Preferred Language of Correspondence). Click the Declaration Statement at the bottom of the page and Click Next



15. Lastly, Create a password for your account (ex. Happy1!). Confirm the password and verify that you are not a robot. Once you click "Next" a confirmation page with your registration number and the date registered will populate. Please copy this or take a screenshot and send to your Event Coordinator at Absolute Results.



Now you are registered with the NDNC