



August 16, 2016

Dealers Principals, General Managers, Sales Managers

Subject: Canadian CRTC National Do Not Call (NDNC) Regulations

We've had a number of dealers contact us in reaction to the news that another Private Sale Vendor was fined \$500,000 by the CRTC for violating the National Do Not Call Legislation (DNCL). Many dealerships are currently not aware of the strict regulations being enforced by the CRTC. With the increased attention the CRTC is putting on telemarketing campaign compliance in the automotive industry, we want to provide you with information on the dealership requirements and the Absolute Results position in order to make sure your dealership and our telemarketing on your behalf remains compliant.

Absolute Results has always taken steps to comply with all Privacy (PIPEDA), NDNC & Canadian Anti-Spam Legislation (CASL).

As a part of our process, we:

- Are registered with the CRTC NDNC service
- Can continue to call customers you've dealt with in the last 18 months (using last RO)
- Can Scrub your call list against the NDNC Registry, for customers that have not dealt with you in the last 18 months, only if you are registered and subscribed to the NDNC
- Have our Communications Centre report customer unsubscribes for your database updating

For your dealership to be compliant:

- If you are calling your customers you must be **"Registered"** with the CRTC NDNC
- You must be registered whether you make these calls or we make them on your behalf
- If you are contacting customers that have not done business with you in the last 18 months, you must be a **"Subscriber"** to the NDNC lists
- We will need your registration and subscription numbers once this is done to call on your behalf

Registration for the NDNC is free.

Dealerships can register at: <https://www.innate-dncl.gc.ca/ind/insorg-regorg-eng> this process takes 10 – 15 minutes. You will need to be renewed annually. (Each dealership needs to register even if they are part of a dealer group).

Dealerships wishing to call customers outside of the 18 month relationship rule may want to subscribe to the NDNC list service, there is a fee for this and you may need to subscribe to multiple area codes.

For more information: <https://www.lnnte-dncl.gc.ca/ind/edncl-dncle-eng> this speaks to the exemptions and the existing business relationship guidelines.

The NDNC FAQ page has more easy to read information: <https://www.lnnte-dncl.gc.ca/ind/faqs-eng>

As always, Absolute Results and Absolute Results Communications will be pleased to work with you and assist in keeping you compliant for your telemarketing needs. We are able to contact all callable customers on behalf of all registered dealerships and we can scrub against the NDNC for callable customers for all registered and subscribed dealerships, for the area codes that your dealership has subscribed to.

We thank you for your ongoing business and if you need more information, please feel free to speak to your Private Sale Event Coordinator or call Absolute Results Communications at 877-252-5210.

Best regards

Absolute Results