

# **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 [Unsolicited Telecommunications Rules](#). 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 [Unsolicited Telecommunications Rules](#) 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 [Telemarketing information page](#) in the Consumers section of the [CRTC website](#). You can also read a condensed version of the Rules in the [National Do Not Call List and Telemarketing Rules](#).

### ***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**

dun & bradstreet

ENGLISH | CREDIT REPORTS | REGISTER NOW | LOGIN

**D&B EXPRESS** BUSINESS CREDIT REPORTS ANNUAL MEMBERSHIP GET A D-U-N-S NUMBER

## What is D&B Express?

We have credit reports on over 90,000,000 companies in Canada, US & Internationally.

Type a Company Name

Canada All Provinces

You can also search by a **Phone Number** or by a **D-U-N-S Number** **Search**

Type a Phone Number Canada **Search**

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

dun & bradstreet

ENGLISH | CREDIT REPORTS | REGISTER NOW | LOGIN

**D&B EXPRESS** BUSINESS CREDIT REPORTS ANNUAL MEMBERSHIP GET A D-U-N-S NUMBER

Type a Company Name \* Canada All Provinces **Search** [More search options](#)

## Search Results

If the company you're looking for doesn't appear, Search Again or [Get a D&B D-U-N-S Number](#)

Company (Legal Name)	Address	Location type
Robert Motors (1980) Limited	5450 Dundas St W, Etobicoke, ON	Single
D'Alessandro Investments Limited	5450 Dundas St W, Toronto, ON	Branch

Page 1 - 2 of 2 Results

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**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; [Click Here to go to the NDNC Registration Site.](#)
5. Follow the steps below to register your company with the CRTC NDNC.
6. Begin Registration

Government of Canada / Gouvernement du Canada

For Consumers ▾ For Telemarketers ▾ Support Centre About ▾

Home > For Telemarketers

## Register your organization

To register your organization, you will need:

1. Business information (for example: legal name, address, phone number, etc.)
2. Current registration number with the Dun & Bradstreet database. [Read more about Dun & Bradstreet.](#)
3. Contact information to create a primary account manager. [Read more about information required to register your organization](#)

☒ \* I confirm I have read and agreed to the [Terms and Conditions.](#) (required)

[Click here before proceeding](#) [Click here to begin](#) [Begin Registration](#)

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

Identity Details Profile Account Manager Password Confirmation

### \* Telemarketer Identity (required)

Please select the descriptions that are applicable to your organization's telemarketing activities (please check all that apply)

- ☒ Makes telemarketing calls that are NOT exempt from the National Do Not Call List (DNCL) Rules.
- ☒ Makes telemarketing calls that ARE exempt from the National DNCL Rules.
- ☒ Engages a telemarketer to make telemarketing calls for us that are exempt from the National DNCL Rules (i.e., we make exempt calls and we are a client of a telemarketing agent or agency).
- ☒ Engages a telemarketer to make telemarketing calls for us that are NOT exempt from the National DNCL Rules (i.e., we make non-exempt calls and we are a client of a telemarketing agent or agency).
- ☐ Makes telemarketing calls for one or more clients (i.e., we make telemarketing calls on behalf of other organization(s)).
- ☐ My organization provides services to telemarketers and clients of telemarketers, but we do not make telemarketing calls directly (e.g., we provide list-scrubbing services).
- ☐ Other.

### \* Declaration Statement (required)

☒ 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.

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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.

Identity

Details

Profile

Account Manager

Password

Confirmation

## Business Details

\* Legal business name (required)

Fake Dealership Ltd

\* Confirm legal name (required)

Fake Dealership Ltd

Business operating name

Parent company legal name

\* Phone number (required)

555-555-5555

Business website

Must be the LEGAL name of the business. This may be different than the operating name.

Business operating name, Parent company name and Business website are requested, but NOT REQUIRED - these can be skipped.

Use your dealerships phone number

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

## Business address

\* Address line 1 (required)

123 Canada Street

Address line 2

\* Country (required)

Canada

\* City / Municipality (required)

Canada Town

\* Province / territory (required)

British Columbia

\* Postal / Zip code (required)

A1B2C3

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

### Additional information

**\* 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)**

☒ 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.

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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.

Identity

Details

Profile

Account Manager

Password

Confirmation

### Telemarketing profile

Please provide details regarding your organization's telemarketing activities.

List the business names the organization will use/display while making telemarketing calls.

**\* Minimum 1 name is required (required)**

**Telemarketing Profile Name**

Fake Dealership Name

+

— Enter your dealership name here

List the telephone numbers the organization will use/display during telemarketing calls.

**\* Minimum 1 phone number entry is required (required)**

**Telemarketing Profile Number**

555-555-5555

+

— Enter your dealership phone number here

### **\* Declaration Statement (required)**

☒ 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*.

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

Identity

Details

Profile

Account Manager

Password

Confirmation

### Primary account manager details

All registrant account holders must identify at least one, and up to three, account manager contacts as part of the registration process. The account manager contact(s) will receive account notifications and are the only contacts authorized to make changes to account profile information or to request technical assistance.

**Title**

Miss

**\* First Name (required)**

Jane

**\* Last Name (required)**

Smith

**Job Title**

Enter your name

## 13. Click “Use the Business Address Previously Listed” to populate the legal business address.

### Mailing address

☒ Use the business address previously listed

**\* Address line 1 (required)**

123 Canada Street

**Address line 2**

**\* Country (required)**

Canada

**\* City / Municipality (required)**

Canada Town

**\* Province / territory (required)**

British Columbia

**\* Postal / Zip code (required)**

A1B2C3



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

## Contact information

\* Business phone (required)

555-555-5555

Ext

Business fax

\* Email (required)

jsmith@fakedealership.com

\* Confirm Email (required)

jsmith@fakedealership.com

This is the email address that the registration confirmation will go to, so make sure it's correct!

\* Preferred language of correspondence (required)

English

Add another Account Manager

You can add up to three (3) account managers, they will also get the registration confirmation email

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.

[Identity](#) [Details](#) [Profile](#) [Account Manager](#) [Password](#) [Confirmation](#)

## Account Password

Enter your new password and confirm it by entering it again.

Passwords must:


- be between 8 and 16 characters long
- contain at least one numeric character
- contain at least one uppercase alphabetic character
- contain at least one lowercase alphabetic character
- contain at least one special character

\* New password (required)

\* Confirm new password (required)

\* Before your request can be completed, a security check must be performed. This is to prevent unauthorized registration to the National DNCL. To confirm your registration, please click the box below. (required)

☐ I'm not a robot

 reCAPTCHA  
Privacy - Terms

Click here to proceed the confirmation page - after confirming, you (and any other account manager you have added) will be emailed a copy of your registration number immediately. Keep this email somewhere safe, and don't forget to forward it to your Event Coordinator at Absolute Results!

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**Now you are registered with the NDNC**