

## **Banks are in favour of national Do Not Call list**

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In his Business-section column Tuesday, "CRTC pressures marketers on do-not-call requests," the University of Ottawa's Michael Geist was incorrect in stating that the Canadian Bankers Association and the banking industry are opposed to a consumer's right to opt out of unwanted telemarketing calls. Nothing could be further from the truth. Banks have long honoured requests from consumers who don't wish to receive marketing calls and have consistently supported the establishment of a national Do Not Call list.

However, we have privacy and operational concerns with third-party opt-out services. For instance, there is the potential that third-party services could put someone's highly sensitive personal information at risk if it is sent through unsecure e-mail. There is also a concern that e-mails from third-party services could be sent to general bank mailboxes or to people who may have nothing to do with maintaining marketing lists, or get blocked altogether by bank spam filters. So there is no guarantee the organization will actually receive the requests.

Banks also have an obligation under privacy laws to ensure the accuracy of a customer's personal information, and we take that obligation seriously. The challenge, from a privacy perspective, is how to verify requests from a third-party opt-out service were made by the customers named.

It's easy for Canadians to opt out of telemarketing calls. Simply sign up for the national Do Not Call list. After Sept. 30, you'll be able to register your cellular, home phone and fax numbers by calling 1-866-580-DNCL (1-866-580-3625) or visiting [lnnte-dncl.gc.ca](http://lnnte-dncl.gc.ca) and following the instructions.

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