

Marketing Opt-out Extended to Corporates-Addendum

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In the July/August 2004 edition there was a feature by David Bowden, Consultant, Lobby and Law Ltd containing legal analysis on the new Corporate Telephone Preference Service called "Marketing Opt-out Extended to Corporates".

At the time the Article was written, it had not been possible to obtain numbers from the Direct Marketing Association ("DMA"). The Corporate TPS service appears to be taken off. Although the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2004 (2004 SI 1039) did not come into force until 25th June 2004, the DMA was accepting registrations beforehand. There were 30,000 numbers pre-registered with the

DMA before the regulations came into force.

James Milligan at the DMA says that the numbers continue to grow. At the end of August thanks to registration by a number of very large corporate customers, over 94,000 business numbers had been registered with the DMA who administer Corporate TPS for the DTI. As this is uncharted territory, it is not possible to say whether the exponential growth in Corporate TPS Registration will continue to grow at this rate.

Whether it does or not, businesses cannot ignore this new service.

James Milligan stresses that registration with Corporate TPS (unlike registration with the main TPS service that consumers use) lasts for only 1 year. This means

that every year, businesses will need to review which of their numbers they want registered with Corporate TPS. The DMA will send out reminder notices before the year-long registration expires. This is done on a registrant basis. This means that a company registering 1000 telephone number will receive only 1 letter and not 1000! Whichever route the DMA had gone, it still means an additional tasks to schedule in which did not exist before.

The DMA point out that they do check to ensure that registrations emanate from a genuine source before accepting them. This should be a comfort for those businesses who feel they may be at risk, for example, from anarchists or ex-customer or suppliers with a grudge.