

Media Release

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Do Not Call Registry Opens for Registration

FROM today, consumers who do not wish to receive telemarketing messages can register their Singapore telephone numbers with the Do Not Call (DNC) Registry for free.

Consumers can list their telephone numbers in any or all of the three DNC Registers for voice calls, text messages and faxes through the DNC website at www.dnc.gov.sg. They can also do so via SMS or a toll-free phone number as detailed in Annex A.

Under the requirements of the Personal Data Protection Act 2012 (PDPA), local and overseas organisations must check with the DNC Registry to ensure that the Singapore telephone numbers that they are sending telemarketing messages to are not listed in the DNC Registry.

Mr Leong Keng Thai, Chairman of the Personal Data Protection Commission (PDPC) said, “Consumers now have the flexibility to decide if and how they want to receive telemarketing messages. This also means consumers have a greater role to play in protecting their own data. The PDPC will monitor market developments and ensure that the DNC Registry benefits individuals and organisations”.

Consumers who register from now till 2 July 2014 may still receive telemarketing messages for up to 60 days after registration. Consumers who register after 2 July 2014 may still receive telemarketing messages for up to 30 days. This initial 60-day and subsequent 30-day timeframe is to give organisations time to familiarise themselves with the requirements of the DNC registry.

While registrations with the DNC Registry do not expire, consumers can deregister at any time. Terminated numbers will also be removed from the Registry.

Non-telemarketing messages such as those relating to surveys and customer service are excluded from the scope of the DNC Registry.

Consumers have a role to play in safeguarding their personal data

While organisations are required to seek consent before collecting, using, and transferring personal data, consumers also have a role to play to protect their personal data. For example,

- Consumers should only give consent to organisations from which they wish to receive telemarketing messages. With consent, organisations will be able to send telemarketing messages to consumers even if they have added their telephone numbers to the DNC Registry. If a consumer does not remember which organisations he/she has given consent to, he/she may contact the respective organisations to check.
- Consumers should also contact the organisation to withdraw their consent, if they no longer wish to receive telemarketing messages.
- If there is a potential breach, consumers may first approach the organisation to withdraw consent or request that they stop sending marketing messages, failing which they can complain to the PDPC.

DNC Registry for Organisations

To check the numbers, organisations are required to set up an account with the DNC Registry and submit their lists of telephone numbers. Organisations can continue sending telemarketing messages to consumers who have registered with the DNC Registry, if they have obtained the consent of consumers.

From today, organisations, too, can access the DNC website to create accounts and purchase credits to check telephone numbers as detailed in Annex B.

In preparation for the official launch of the DNC Registry on 2 Jan 2014, access to the Registry will be closed to organisations from 26 December 2013 to 1 January 2014.

Organisations can log on to the DNC Registry and start checking telephone numbers from 2 January 2014.

ISSUED BY THE PERSONAL DATA PROTECTION COMMISSION

About Personal Data Protection Commission

The Personal Data Protection Commission (PDPC) administers the Personal Data Protection Act 2012 in Singapore, which aims to safeguard individuals' personal data against misuse and promote proper management of personal data in organisations. In addition, the Act will enhance Singapore's competitiveness and strengthen our position as a trusted business hub, putting Singapore on par with the growing list of countries with data protection laws. For more information, please visit www.pdpc.gov.sg.

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DNC Registry – Registration by Consumers

Consumers can opt out of receiving telemarketing messages by listing their telephone numbers in any or all three DNC Registers:

- a) **No Voice Call Register**
To opt out from receiving telemarketing calls.
- b) **No Text Message Register**
To opt out from receiving telemarketing text messages, such as SMS or MMS.
- c) **No Fax Message Register**
To opt out from receiving telemarketing fax messages or if their telephone number is not a fax number.

Consumers who have tried to register before 2 December 2013 will need to register again.

There are three methods for registration:

- (i) Online @ DNC Website - individuals can log on to www.dnc.gov.sg for registration/deregistration.
- (ii) SMS – Individuals can SMS <DNC> to the following numbers for registration:

Send <DNC> to	<Normal SMS charges applies, no additional SMS charges>
78772	Express Registration for No Voice Call, No Text Messages and No Fax Messages
78773	Express Registration for No Voice Call Only
78774	Express Registration for No Text Message Only
78771	Guided Menu for All options (Registration/ Deregistration)

- (iii) Phone call – individuals can call the following toll-free numbers for registration:

Toll free number	
1800 248 0772	Express Registration for No Voice Call, No Text Messages and No Fax Messages
1800 248 0773	Express Registration for No Voice Call only
1800 248 0774	Express Registration for No Text Message only
1800 248 0771	Guided Menu for All options (Registration/ Deregistration)

Some individuals may continue to receive telemarketing messages after registration with the DNC Registry if they have given specific organisations their clear and unambiguous consent in written or other accessible form before the DNC Registry provisions came into effect. Individuals can also give consent to specific organisations to send them telemarketing messages even after they are registered on the DNC Registry. In such cases, the consent given will take precedence over the DNC registration.

Organisations can also continue to send individuals messages that do not contain any telemarketing message, such as service calls or reminder messages for services that they have subscribed to.

DNC Registry – Account Creation and Charges

Organisations can log on to www.dnc.gov.sg to create their accounts in the DNC Registry. Organisations will need to select the account type (“main account”, “sub account” or “checking on behalf of other organisations”) and provide a SingPass and Unique Entity Number (UEN) for the registration. An email notification will be sent to the organisation’s designated email account after payment to activate the account.

Each organisation is allowed to create one main account and unlimited number of sub-accounts in the DNC Registry to facilitate distributed telemarketing functions in large organisations without the need to share a single account.

Organisations can also check the DNC Registry on behalf of other organisations. This facilitates compliance and avoids having multiple organisations checking the same list.

Foreign organisations can create a DNC Registry account to access and check telephone numbers without the need to go through a local organisation. This will allow foreign organisations that want to adhere to the DNC requirements in the PDPA to do, and reduce unwanted marketing calls from overseas operations, thus benefitting consumers in Singapore.

The account creation charges for organisations are as follows:

Table A: Account Creation Charges for Organisations

Types of Account	Charges Levied*	Free Credits Per Year
Local Organisation – Main Account	\$30	500
Local Organisation - Sub-account (can only be created under a main account)	\$30	N.A
Foreign Organisation – Main Account	\$60	500
Foreign Organisation	\$30	N.A



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Types of Account	Charges Levied*	Free Credits Per Year
– Sub-account		
Individual Persons E.g. Insurance agents (Singaporeans and PR only)	\$30	500

To check the telephone numbers, organisations can pay in advance for “credits” where one credit will be deducted for each telephone number checked. The cost for each credit ranges from 1 cent to 2.5 cents, depending on the total number of credits purchased. Organisations can also pay only when they check the telephone numbers with the Registry, at a minimum purchase value of \$10.

The two pricing schemes for organisations checking the DNC Registry are as follows:

Table B: Pricing for Pre-Paid Scheme (Purchase of credits in advance)

Subscription Type	No. of Credits	Cost (S\$)	Price Per Number (S\$) For Reference
A	5,000	100	0.02
B	10,000	150	0.015
C	25,000	350	0.014
D	100,000	1,200	0.012
E	250,000	2,700	0.0108
F	1,000,000	10,000	0.01

Table C: Pricing for Pay-Per-Use Scheme

Quantity of Valid Numbers Submitted	Price Per Number(S\$)
1 – 4,999	0.025
5,000 and above	0.023

Note that while organisations can purchase credits and create accounts in the DNC Registry from 2 December 2013, they will only be able to check telephone numbers from 2 January 2014.