



## Contact Center Compliance to launch new Canadian Do Not Call list compliance solution.

**Santa Rosa, Calif., September 23, 2008.** "In just two weeks, the Canadian Radio-television and Telecommunications Commission (CRTC) will launch the Canadian National Do Not Call List (DNCL)," commented Mike Kovatch, CEO of Contact Center Compliance. "Contact Center Compliance will be ready with a new compliance solution that will quickly and easily allow telemarketers to obey the new Do Not Call rules when making calls to Canadian consumers," he added.

Starting on September 30, 2008 Canadian consumers will be able to register their telephone numbers on the National DNCL for free to reduce the number of telemarketing calls and faxes they receive. New responsibilities for non-exempt Canadian telemarketers, including organizations that hire a third party to make calls for them will have to register with the National DNCL. If a consumer asks not be contacted, his or her name and number must be added to the telemarketer's own internal do not call list within 31 days.

All telemarketers, whether exempt or non-exempt, have to maintain their own internal do not call lists and in Canada, you must also track a name along with the phone number. Canadian telemarketers must also purchase a subscription for the area codes they intend to call. Before making any calls, they will need to be sure they are using a version of the National DNCL that is not older than 31 days, and that they do not call the home phone, cellular and fax numbers that are on the list. In addition, all telemarketers whether exempt or non-exempt, must comply with the CRTC Telemarketing Rules and Automatic Dialing and Announcing Device Rules.

The CRTC will investigate complaints and can penalize telemarketers found to be in violation of the Unsolicited Telecommunications Rules, which include the Telemarketing Rules, National DNCL Rules, Automatic Dialing and Announcing Device Rules and may levy penalties of up to \$1,500 for an individual and up to \$15,000 for a corporation, for each violation.

"Our Canadian Do Not Call solution will provide the list management protection that telemarketers calling into Canada will need," said Kovatch. "Our Canadian DNCScrub™ solution maximizes the amount of telephone numbers retained in the calling list and effectively manages exemptions such as existing business relationship rules, internal do not call rules and easily accommodates other specific rules that may be advantageous to our users. By streamlining the DNC process with an easy to use web portal management system, DNCScrub™ saves time, money and significantly reduces the Do Not Call liability for our telemarketer customers," Kovatch added.

As the leader for over 6 years in full-service compliance solutions, Contact Center Compliance offers solutions that seamlessly manage the entire compliance process that includes the entire customer relationship. Contact Center Compliance reduces the complexity of US and Canadian telemarketing laws concerning Do Not Call, wireless, and exemptions-including Existing Business Relationships with an award winning enterprise level technology solution. Contact Center Compliance customers include contact centers and marketers from around the world with over one billion scrubs per month. Contact Center Compliance has a perfect track record in compliance.

For more information, please contact Mike Kovatch, CEO of Contact Center Compliance at [mike@dnc.com](mailto:mike@dnc.com) or call 866-DNC-LIST