



# **Guide for businesses: Telephone and Fax Preference Service Lists**

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In association with **Telecoms Advice**

## THE TELEPHONE AND FAX PREFERENCE SERVICE LISTS

Legislation now states that unsolicited calls can no longer be made to individuals and companies. Individuals (defined as consumers, sole traders and, except in Scotland, partnerships) not wishing to receive unsolicited calls, can register with the Telephone Preference Service (TPS).

Once registered, a 28-day grace period is allowed, after which time any company making an unsolicited call risks the possibility of a £5,000 fine. This provision now also extends to PLCs and Ltd. Companies.

Restrictions are even greater under the Fax Preference Service (FPS). An "individual" cannot be sent an unsolicited fax without prior written consent and non-individuals cannot be faxed if they have registered with the FPS. The TPS and FPS legislation applies to existing customers as well as to "cold-calls".

One of the main problems with this legislation is the level of ignorance about it. Many companies are continuing with telemarketing campaigns without checking their numbers against the TPS list. The Data Protection Commissioner recently issued enforcement notices against two companies who have sent unsolicited faxes in breach of new regulations relating to unsolicited calls.

The number of notices issued is expected to grow as increasing numbers of individuals and companies register with the TPS and FPS. There are now in excess of a million phone numbers on the TPS list and the FPS list contains almost half a million numbers. The TPS and FPS lists can be subscribed to individually but most companies cannot justify the annual costs of over £10,000 for the two lists.

If you wish to subscribe to the TPS and prevent unsolicited telephone calls, [click here](#).

If you wish to subscribe to the FPS and prevent unsolicited faxes, [click here](#).

If you would like to find out more about the TPS you can visit their site at:

<http://www.tpsonline.org.uk/tps/>

This information was kindly provided by **Telecoms Advice**



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