

France Telecom Industry Launches Do-Not Call Registry

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Industry groups in France recently launched the Pacitel list, a national Do-Not-Call registry that will allow consumers to each add up to six phone numbers. Creation of the list is aimed at curbing unsolicited marketing phone calls to consumers. Participating companies, which account for nearly 80 percent of companies that make telephone sales calls in France, have agreed not to call any of the numbers on the list. Additionally, participants agree to restrict calls to numbers not on the list to certain times of the day. The list is expected to become operational by the end of the year. While the Pacitel list is voluntary at this time, French Parliament is expected to consider a consumer protection law soon that would require all companies to comply with the list.

TIP: This French program is a reminder that the U.S. is not the only country with a Do-Not-Call scheme. Companies making marketing calls in other countries should thus familiarize themselves with local telephone marketing laws and applicable industry self-regulation guidelines.

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