

Electing for Cold Calls

According to the Call Prevention Registry, their customer care team have seen a surge in complaints regarding marketing companies using an unnamed website to gather data for cold calling purposes.

Traditionally, sales companies have attained customer's information via data houses for a considerable fee. Suppression files which are more commonly known as do-not-call lists are then removed from the bought data lists.

As technology is progressing, our information has become accessible to anyone who has access to the Internet. Users can essentially gather information from the electoral register, census data, phone directories together with births, deaths and marriage registers. The unnamed website contains a catalogue of information including the names of those who are living at that address, their age and their telephone number, together with the actual address.

The website was created for personal use and unfortunately, sales companies are beginning to utilize the website for marketing purposes. The information age we live in today enables us to access almost anything at a click of a button and it is indeed a frightening prospect. If the public wanted their details to be made public, in an ideal world it would be their divine right to make this possible.

There are claims circulating that marketing companies are using such websites as an excuse to distract customers away from the fact that their data originates from illegal sources, however this is obviously unjustifiable. They also claim that auditing of their content allows for maintaining privacy and security issues through recording who accesses the information.

The more information that is made available the easier it is to find profiles on sites like Facebook, where more information can be found. This leaves the public open to crime such as ID theft and fraud. Marketers using these facilities will find it easier to relate to customers and to generally create a façade of knowing the family by name, which can effectively turn a cold call in to a warm call.

A fee is charged for gathering information on the websites in this way, although there are some free options of data. This begs the question of how particular information is free of charge, where others are paid for. It also raises reservations to who is reaping the benefits at the public's detriment. Moreover, it isn't widely known that data is used in this way in the public arena.

Through the recent election we saw an abundance of marketing pleas urging the public to register their vote. The option for your data to be used in this way was hidden away in the small print, making it difficult for the public to make their choice.

The Call Prevention Registry will be assessing the feedback from their customers in an effort to eradicate the inappropriate use of the public's data. Customers of the Call Prevention Registry are urged to report offending companies to them in order to eliminate any nuisance calls that might come through after the 28 days of registration.

In the terms and conditions it often stipulates that their data should not be used for direct marketing purposes, however it is the marketers who are stepping over the line. It is becoming increasingly difficult to enforce government legislation that states that it is unlawful to make unsolicited telesales calls to individuals who have expressed their wishes not to receive such calls.

The Call Prevention Registry can combat marketing companies who are so frequently using this method to gather their data. They remain the only nuisance call blocking service who tackles the cold calling industry using the letter of the law and enforces it with a fully compliant routine that accomplishes its goal of eliminating nuisance calls every time.

Anyone who is fed up with nuisance calls should consider registering their details with the Call Prevention Registry by calling freephone 0800 652 7780 or by visiting www.callpreventionregistry.com. E-mail is available at info@callpreventionregistry.com. Customers can be assured a top level of privacy with a fast and friendly call back service.

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Media Contacts:

For further information or an interview, please contact Miss. Kathryn Powell, Head of PR for CPR Global.

Telephone: (01792) 454180
Mobile: 07792221267
Email: k.powell@callpreventionregistry.com
Post: CPR Global, York Chambers, Swansea, Wales, SA1 3LZ.
Coverage: BBC Radio Foyle, 20 August 2010, 9:40 am