

Coverage:

BBC Northampton, 20 August 2010, 12:45

August 9 2010, Yellow Pages website <http://www.yell.com/homesecurity/blog/phone-security-just-as-important-as-home-security/>

North West Evening Mail, page 8, 9 August 2010

Paisley Daily Express, page 6, 19 August 2010

<http://www.paisleydailyexpress.co.uk/renfrewshire-news/local-news-in-renfrewshire/paisley-news/2010/08/19/beat-nuisance-phone-calls-87085-27090115/>

IF IN DOUBT, KEEP THEM OUT

There is nothing more terrifying than to be alone and have somebody cold calling at your door. The latest message from many governments and campaigns is advising the public 'If in doubt, keep them out'. This does not stop the risk of people cold calling your landline seeking an invite to your home. Once they have your attention, consumers have been lured.

Whilst precautions have been taken to prevent bogus callers and rogue tradesmen knocking at your door, the telephone lines remain unprotected. Cold calling via the telephone is potentially as risky as door to door sales people, as householders can be slowly lured in to making a huge purchase with the charm of an over enthusiastic sales person.

For years people have been telling you to simply hang up the phone, but we all know now that this simply postpones the problem, leaving you open to persuasion at a later, more vulnerable time. The British Crime Survey reveals that 1.5 million people a year receive repeated malicious calls.

Stories have been arising over the invasion of elderly and vulnerable people's life savings. Marketing people are fully aware that the elderly can be easily persuaded, perhaps because many don't have access to the Internet to check over a company's feedback and customer testimonials.

More than 15 million or 60 % of UK households are already registered with the TPS, yet more than 70 % of Brits claim to have been a victim of a phone scam in the last year. The statistics clearly indicate that the calls fail to stop, even after registering with the TPS. Whilst the TPS is effective in preventing UK based call centres, the Call Prevention Registry succeed in eliminating overseas companies from calling households.

With just shy of 200,000 happy customers to date, the Call Prevention Registry is on course for a quarter of a million customers by the end of the year. The Call Prevention Registry has helped to eradicate sales calls from many lives. Their dedicated customer care team creates a more relaxed atmosphere at home, resulting in safer communities through the commitment of ensuring companies are abiding by the guidelines.

Customers can register their details with 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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