

Coverage:

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Dundee Evening Telegraph, page 10, 9 August 2010

Sharing is not Always Caring

According to the Call Prevention Registry, 252 million (¼ billion) sales and nuisance telephone calls are made to Scottish consumers every year. An increasing amount of marketing companies are using social media for marketing purposes and the ¼ billion could increase due to the mass of data revealed online.

With nearly 84,000 Facebook members signed up to the group 'No one is perfect. However, being Scottish is close enough', it suggests that the Scottish Facebook population is far beyond this figure and still growing.

A WebProNews survey said that of the 900 marketers questioned, 88% indicated they were employing social media for marketing purposes, with 64% of marketers using social media for 5 hours or more each week and an astonishing 39% are using it for 10 hours a week.

As the details of 100 million users are collected and published as an appeal to highlight issues regarding Facebook's privacy, the Call Prevention Registry advises the Scottish public to seriously consider taking their data protection to the next level.

There is a misleading connection between the public and their desires to share information on social media. Whilst the public strive for privacy in their lives when it comes to social media, it transpires into negligence. This leaves questionable doubt over the public's attitudes towards security issues.

Identity theft surged 23% in the first quarter of 2010, leaving many consumers unaware to how their precious data is used. This isn't surprising considering the boom in social media over the recent months. The public remain oblivious to the value of their data with some are even sharing their telephone numbers and addresses with the unknown virtual world.

Fraudsters and marketers are altering profiling habits, where the affluent population was previously targeted, the 18 – 34 age groups now account for a third of ID theft victims. The target is now directed at those less cautious about data protection. Where the focus was London's prosperous population, there is now an increasing risk for those situated in smaller towns and villages such as those in Scotland.

The Call Prevention Registry eliminates unwanted sales calls and attempts to abolish fraudulent attempts with an investigative follow up for any discrepancies that customers may encounter. Attaining as much information as possible from the caller and reporting them is the best way to combat offenders.

"Putting your information on the Internet can be dangerous. Our customers should think twice before submitting valuable information. Due to the overwhelming number of nuisance calls in Scotland, together with their strong social media community, we strongly urge the Scottish public to join our register so we can eradicate nuisance calls that could even lead to fraud" says Kathryn Powell of the Call Prevention Registry.

However, this isn't enough to combat identity theft, the public must be aware that sharing such revealing information comes with consequences. Facebook has been labelled as 'the next generation of leads'. Users' information is now being used for potential sales within call centre environments, turning cold calls in to warm calls.

The Scottish public needs to take precautions to protect themselves from such crime. Since social networking has arrived on the scene, marketing companies have learnt to exploit the medium. With the public's data so readily available, companies are using it to find potential customer bases with unlimited access to their lives.

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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