

商務及經濟發展局
通訊及科技科

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29 December 2010

Ms Yue Tin-Po
Clerk to Panel on
Information Technology and Broadcasting
Legislative Council
10/F, Murray Road Multi-storey Carpark Building
2 Murray Road
Central
Hong Kong

Dear Ms Yue,

Review on Regulation of Person-to-person Telemarketing Calls

Following the meeting of the Panel on Information Technology and Broadcasting of the Legislative Council on 9 November 2009 which discussed the above item, I write to (a) provide information on the employment situation in the telemarketing industry, and (b) update the Panel on the progress of the implementation of the voluntary Code of Practice (CoP) on person-to-person (P2P) telemarketing calls.

To obtain the necessary information on the employment situation in the telemarketing industry, during late 2009 to mid 2010, questionnaires were sent to the major industry associations of the four business sectors¹ which accounted for over 90% of the P2P telemarketing calls. According to the feedback received, the number of local employees engaged in the P2P telemarketing business is estimated to be around 22,500.

As for the progress of the implementation of the voluntary CoP on P2P telemarketing calls, the Office of Telecommunications Authority has finalised a benchmark CoP and circulated it to industry associations and major telecommunications operators in February 2010. The benchmark CoP includes guidelines requesting telemarketers to disclose identity and calling line identification information when making such calls. Telemarketers are also requested to maintain an in-house unsubscribe list for the public to make unsubscribe request.

Industry associations of the four aforesaid business sectors have pledged support for the voluntary self-regulation scheme. Up to mid December 2010, those which have already implemented their own CoP include the industry associations of banks, restricted licence banks and deposit-taking companies; three major telecommunications operators; and two telemarketing industry associations. An industry association of the insurance sector and a major telecommunications industry association will promulgate their CoP by end 2010 and early 2011 respectively.

Yours sincerely,



(Miss Fanny Cheung)

for Secretary for Commerce and Economic Development

cc

Director-General of
Telecommunications

(Attn: Mr Eric Lam

Fax: 2803 5110)

¹ These four business sectors are: finance, insurance, telecommunications service and call centre.