

Public consultation on strengthening regulation of person-to-person telemarketing calls launched

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The Government launched today (May 11) a public consultation to gauge views from different sectors of the community on strengthening the regulation of person-to-person telemarketing calls (P2P calls).

A spokesman for the Commerce and Economic Development Bureau said, "We understand that there are concerns in the community on the nuisance caused by P2P calls. There are, on the other hand, diverse views on how the regulation of P2P calls may be strengthened, involving various considerations such as the protection of personal data, undertaking of normal marketing activities, and the impact on the employment of existing practitioners.

"We wish to collate opinions of different sectors of the community comprehensively through this consultation with a view to formulating a regulatory approach that suits Hong Kong."

The consultation paper sets out an analysis of three possible options, both statutory and non-statutory, for the public's consideration. These three options are enhancing the trade-specific self-regulatory regime, promoting the use of call-filtering applications in smartphones, and establishing a statutory Do-not-call Register. As the establishment of a statutory regime will take time, the public can consider opting for different options as short-term and long-term measures to step up the regulation of P2P calls. The paper also invites the public to give other suggestions as appropriate.

Some other jurisdictions have implemented measures, such as a statutory Do-not-call Register, to regulate P2P calls. To provide sufficient information for an informed discussion, the consultation paper outlines the experience in these jurisdictions and the challenges when enforcing and implementing the relevant measures.

"We keep an open mind on the way to strengthen the regulation of P2P calls and we welcome the public's views. We will carefully consider the way forward having regard to the views received," the spokesman said.

The public consultation exercise will close on July 31, 2017. Members of the public may send in their views direct by email to [p2pcalls@cedb.gov.hk](mailto:p2pcalls@cedb.gov.hk), by fax to 2827 6646, or by post to the Commerce and Economic Development Bureau (Communications and Creative Industries Branch), B Division, 21/F, West Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong.

The consultation document can be downloaded from the website of the Commerce and Economic Development Bureau ([www.cedb.gov.hk/ccib/eng/paper/index.htm](http://www.cedb.gov.hk/ccib/eng/paper/index.htm)).

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