

AUSTEL releases privacy advisory committee report on telemarketing

16 October 1995

AUSTEL, the telecommunications regulator, today released its Privacy Advisory Committee's report on telemarketing, which recommends the introduction of a mandatory code of conduct to be observed by organisations undertaking telemarketing activities.

The report, *Telemarketing and the Protection of the Privacy of Individuals*, is the second produced by the Committee and addresses one of the three priority issues highlighted by the Minister for Communications and the Arts, the Hon. Michael Lee for examination by AUSTEL's Privacy Advisory Committee.

The report further recommends that the mandatory code of practice be incorporated into State and Territory fair trading legislation and that AUSTEL raise public awareness about

what constitutes fair and ethical telemarketing practices, the rights and obligations of individuals and the rights and obligations of organisations which undertake telemarketing activities.

AUSTEL General Manager, Consumer Affairs Branch, Mr Norm O'Doherty said the Telemarketing Report contained valuable information for individuals who consider approaches from organisations undertaking telemarketing activities to be an invasion of their privacy.

"With the growth in telemarketing as a means of doing business, the report provides timely advice for consumers on how to deal with the approaches of telemarketers", Mr O'Doherty said.

Further issues to be examined by the Committee include the introduction of Caller ID technology and the

protection of customer personal information held by carriers and service providers.

Copies of the report are available from Mark Leckenby, AUSTEL, on (03) 9828 7410 and will be available on the Internet at <http://www.austel.gov.au/> on 18 October 1995.

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