



## Cold Call Opt-Out Now Available By Text

Mobile phone users can block unwanted sales and marketing calls by texting their details to the Telephone Preference Service.

**Mobile phone users can opt out of nuisance calls by text message for the first time from today.**

The "text-to-register" service allows members of the public to add their number to the "do not call" database of the Telephone Preference Service (TPS).

Mobile users can sign up by texting "TPS" followed by their email address to 78070.

The TPS should send a text reply confirming the number has been added to its database.

The service may take 28 days to become fully effective but customers should notice a reduction in unwanted sales and marketing voice calls within days.

It is illegal for organisations to make unsolicited calls to numbers registered with the TPS unless they get consent.

Communications regulator Ofcom said only 48% of people familiar with the TPS are aware that they can register a mobile number, compared with 88% for landlines - meaning only 2.9 million UK mobiles are registered.

John Mitchison, head of the TPS, said: "Rogue callers operate illegally and against the interests of ordinary people.

"Texting will make it easier for people to register their mobile numbers on the TPS, which is the only official no-call list, and help us stamp out rogue callers once and for all by giving the

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Information Commissioner more ammunition to prosecute these cases."

Baroness Neville Rolfe, the minister responsible for data protection, said: "Nuisance calls are incredibly intrusive and can cause significant distress, particularly to elderly and vulnerable members of society.

"This new service from the TPS and Ofcom will help protect people with mobile phones, making it easier for them to register via text and opt out of the call list."

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