

*DIY Telesales Course*  
*In association with*  
*Newton Fox Ltd*



## Compliance

It's easy to get frightened by legislation, especially when we don't fully understand what it means or how it affects us. The GDPR (General Data Protection Regulations) are, in essence, designed to stop the mis-use of personal data. It's much more concerned with personal information (bank details, blood group, religious affiliation etc.) than corporate but that doesn't mean we're to be complacent when dealing in the B2B (business to business) world.

With marketing specifically, we must take care to make sure that everyone we contact with our marketing messages, be they via the telephone, email or hard copy mail, are happy to receive this approach from us.

Therefore, I've devised a simple set of rules for you to follow when it comes to telemarketing which, if followed, will keep you safe from any adverse consequence whilst building a stronger and more loyal prospect base.

1. Think of this question: "Where did you get my details from?" You should only be calling those whom have given you direct permission or appear on a legitimate database bought from a reputable data company. Even then, make sure they confirm that the data provided is GDPR compliant.
2. However, you can claim what the legislation calls 'legitimate interest.' It's a bit fuzzy this, but essentially it's saying that if you can show that your products and services are most likely to be of use to the person you're calling then you'll be ok.
3. If the person you call is objecting to your approach for any reason then you should apologise immediately, assure him or her that this will never happen again and make sure you have a system to guarantee that. The ICO (Independent Commissioners Office) takes a common sense

approach to this (despite all the warnings of huge fines) and only persistent offenders or those showing no regard for the law need worry.

4. These new laws also concern themselves with the storage and sharing of personal data. You must be able to demonstrate the robust steps you've taken to keep confidential information safe and that all info you hold is with the knowledge and blessing of whoever it concerns. If you have old databases floating around in either soft or hard copy and you're not using them for marketing purposes now then destroy them.

### **What About The CTPS?**

The other law you need to know about is the CTPS (Corporate Telephone Preference Service). This is a voluntary register that any company can register with in order to prevent unwanted sales calls. It's up to you as the caller to make sure you're not ringing anyone on this register as fines can be pretty hefty (Up to £6,500 currently).

This register is updated every 28 days which means this is how often you should check you data against it to make sure there are no new comers you need to know about.

There are lots of companies offering to do this for you for not much money, here are, in no order, three reasonably well known ones:

[www.ukphonebook.com](http://www.ukphonebook.com)

[www.datasoap.co.uk](http://www.datasoap.co.uk)

[www.data-8.co.uk](http://www.data-8.co.uk)

### **What If I call someone who's on the Register By Mistake?**

Don't panic! We've done this on several occasions, companies will, for all sorts of reasons, slip through the net. Some will also tell you they are on the list just to get rid of you! If someone does object to your approach and starts quoting the CTPS at you, you must apologise, assure them that you will remove them from every list you have and assure them there will be no repeat. If you're sincere enough then the chances are you will hear nothing more.

The ICO sets out guidelines that advise those on the receiving end of such a call to ask to be removed from the list. If contact is made again then they suggest reporting the offending person/company to them and they will write advising that sending anything else may result in further action. Hardly being thrown into prison immediately but obviously good practice and professionalism should always be your goal.

### **ICO Contact Details**

For further details on how to ensure you are complying with both the letter and the spirit of the laws around direct marketing (including CTPS & GDPR best practice) then you can visit the website:

**[www.ico.org.uk/contactus](http://www.ico.org.uk/contactus)**

**or call**

**0303 123 1113**