



Mutual Fund Dealers Association of Canada
Association canadienne des courtiers de fonds mutuels

Contact: Ken Woodard
Director, Communications & Membership Services
Phone: 416-943-4602
E-mail: kwoodard@mfd.ca

BULLETIN #0326 – M
September 10, 2008

MFDA Bulletin

Membership Information

For Distribution to Relevant Parties within your Firm

National Do Not Call List (“DNCL”) – To Be Launched by the Canadian Radio-television and Telecommunications Commissions (“CRTC”) on September 30, 2008

The CRTC has announced that it will launch the DNCL on September 30, 2008. The DNCL will be a national list of telephone and fax numbers that must not be called by a telemarketer, subject to certain exceptions.

Under the DNCL regime Members and Approved Persons who make unsolicited telephone calls or send faxes for the purpose of solicitation will be considered telemarketers and be required to subscribe to the DNCL. Under the *Unsolicited Telecommunications Rules* “solicitation” means the selling or promoting of a product or service, or the soliciting of money or money’s worth.

Under the *Unsolicited Telecommunications Rules*, Members and Approved Persons may continue to solicit business by phone or fax from clients with whom the Member or Approved Person has an existing business relationship even if the client’s phone number is on the DNCL. However, a client with whom an existing business relationship exists may ask not to be contacted and in such circumstances Members and Approved Persons must add the client to their own do-not-call list. Therefore, in addition to subscribing to the DNCL, Members and Approved Persons will be required to maintain their own do-not-call list of clients who have requested that they not be contacted.

Failure to subscribe to the DNCL and comply with the DNCL rules can result in a fine imposed by the CRTC of up to \$1,500 per person and \$15,000 per corporation.

Members and Approved Persons are advised to determine whether they must subscribe to the DNCL and ensure that they do so. Subscriptions to the DNCL can be made beginning September 30, 2008 at: <http://www.lnnte-dncl.gc.ca>.

Further Information

For further information with respect to the DNCL and how it may affect each Member and Approved Person, please visit the DNCL website at: <http://www.lnnte-dncl.gc.ca> and the CRTC website at: www.crtc.gc.ca. A pamphlet of information for telemarketers may be found at: http://crtc.gc.ca/eng/DNCL/brochure_telemarketer.pdf.

DOCs#149640