

# Industry Regulatory Scheme for Marketing Calls

Telecommunications Users and Consumers Advisory Committee  
26 August 2024



# Background

- In recent years, there has been increasing public concern about **marketing calls**, some suggested that regulation should be strengthened.
- A number of industries in Hong Kong, especially the **micro, small and medium enterprises**, still need to rely on marketing calls to conduct their business and promotion.
- The Industry Regulatory Scheme for Marketing Calls (Scheme) strikes **a balance** between the need for business operation and minimising nuisance caused by such calls, while contributing to enhance the industries' image and hence achieving a win-win situation.



# Benchmark Code of Practice on Person-to-Person Marketing Calls

- Since 2010, the Government has encouraged the **finance, insurance, telecommunications and call centres industries** to implement an industry scheme in managing marketing calls with a view to minimizing the inconvenience that may be caused to the public.
- Since 2011, the associations of these industries have issued their codes of practice (**Industry Codes**) respectively with reference to the Benchmark Code of Practice on Person-to-Person Marketing Calls (**Benchmark CoP**) formulated by the then Office of the Telecommunications Authority.



# Key Features Set Out in the Benchmark CoP

- Marketing calls should only be made between Hong Kong time **9:00 am and 10:00 pm**;
- A telemarketer which makes marketing calls should not conceal or withhold from the called party the calling line identification information of the sending telephone number. At the beginning of the call, the telemarketer should **disclose the name of its principal and purposes of the call, and provide a contact number**;
- The telemarketer should record and honour any **unsubscribe request** of the called party in a timely manner; and
- If the telemarketer is aware that **the called party is travelling overseas**, it should disconnect the call immediately or terminate the conversation as soon as practicable.



# Enhancements of the Scheme

To further expand and strengthen the industry regulation of marketing calls, the Benchmark CoP was refined in 2024 with the following enhancements -

- The **telemarketer** should provide **the name and the contact number** at the request of the called party; and
- The principal or the telemarketer should **set a limit** on the **number of cold calls made to a telephone number** within a period.



# Participating Industries

The four existing industries and their respective trade associations have implemented the enhanced Scheme -

Existing Industries	Trade Associations
Finance	The Hong Kong Association of Banks The DTC Association
Insurance	The Hong Kong Federation of Insurers
Telecommunications	Communications Association of Hong Kong
Call Centres	Hong Kong Customer Contact Association





# Participating Industries

**Three new industries (namely beauty, estate agencies and money lenders)** have also joined the Scheme and issued their respective Industry Codes. Their respective trade associations are as follows –

New Industries	Trade Associations
Beauty	The Cosmetic & Perfumery Association of Hong Kong Ltd.
Estate Agencies	Estate Agents Management Association Ltd. Hong Kong Chamber of Professional Property Consultants Limited Society of Hong Kong Real Estate Agents Ltd. Hong Kong Real Estate Agencies General Association
Money Lenders	Hong Kong General Chamber of Property Finance The Hong Kong S.A.R. Licensed Money Lenders Association Ltd.



# Launch Ceremony of the Enhanced Industry Regulatory Scheme for Marketing Calls

- On 26 June 2024, the Commerce and Economic Development Bureau and OFCA jointly hosted the Launch Ceremony of the Enhanced Industry Regulatory Scheme for Marketing Calls. Twelve trade associations from seven industries together launched the enhanced Industry Regulatory Scheme for Marketing Calls to further **expand and strengthen industry regulation of marketing calls**.





# Scheme Logo

- Industry associations and their members which take part in the Scheme can use the Scheme logo **to showcase their efforts and commitments in proactively regulating telemarketing calls.** They may display the logo on their websites and relevant materials, such as name cards, newsletters or sales brochures, etc.



**Industry Regulatory Scheme**  
for Marketing Calls

**營銷電話行業規管計劃**

# Thematic Webpage

OFCA sets up a thematic webpage to provide the public with

- the relevant information of the Scheme; and
- the list of participating trade associations

[https://www.ofca.gov.hk/en/consumer\\_focus/guide/others/telemarketing\\_calls/industry\\_regulatory\\_scheme/index.html](https://www.ofca.gov.hk/en/consumer_focus/guide/others/telemarketing_calls/industry_regulatory_scheme/index.html)



The screenshot shows the OFCA website's 'FOR CONSUMERS' section. The header includes the OFCA logo and navigation links: 'What's New', 'About Us', 'For Consumers', 'For Industry', 'News & Info', 'Contact Us', and 'e-Applications / Services'. The main content area features a large banner with the text 'FOR CONSUMERS' and a sub-header 'Industry Regulatory Scheme for Marketing Calls'. Below the banner, there is a sidebar with 'Alerts from OFCA' and a main content area with an 'Introduction' section. The sidebar includes links for 'Be a Smart User', 'General Advice', 'Hot Topics', '50 Services', 'Real-name Registration Programme for Subscriber Identification Module (SIM) Cards', 'Short Message Service (SMS) Sender Registration Scheme', and 'Safety'. The main content area includes a logo for the 'Industry Regulatory Scheme for Marketing Calls' and an 'Introduction' section that states: 'Since 2010, the Government has been encouraging the finance, insurance, telecommunications and call centres industries to implement an industry scheme in managing marketing calls with a view to minimizing the inconvenience that may be caused to the public. These industries have issued their codes of practice (Industry Codes) with reference to the Benchmark Code of Practice on Person-to-Person Marketing Calls (Benchmark CoP) formulated by the then Office of the Telecommunications Authority since 2011. The key features set out in the Industry Codes include - marketing calls should only be made between Hong Kong time 9:00 am and 10:00 pm.'

# Thank You

