

Media Release

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80% of organisations do not exceed the use of 500 free credits when checking the DNC Registry

Since the Do Not Call Registry (“DNC Registry”) came into effect on 2 January 2014, about 5,000 organisations and 770,000 telephone numbers have been registered. Different organisations face different costs of checking the DNC Registry.

Checking the DNC Registry

According to the statistics from the DNC Registry,

- 80% of organisation accounts are using the free 500 annual credits. This means that the large majority of organisations did not spend any money performing checks. These are mainly individuals with a mix of SMEs and Multinational Companies. These 500 free annual credits are given to every organisation or individual with an account in the Registry to help them, particularly the small and medium enterprises (SMEs), lower their compliance cost.
- 1% of organisations registered on the DNC Registry account for 90% of the numbers checked. 0.8% of them spend about \$2,500 monthly. The remaining 0.2% forms the top 10 organisations that rely heavily on telemarketing. These organisations check the most numbers and are mainly from the banking, telecom and insurance sectors, and from third party aggregators. They spend about \$25,000 monthly.

The following table provides the full breakdown:

Category	Percentage of organisation accounts	Estimated monthly spend
Lower Tier (orgs that have checked 500 numbers or less)	80%	\$0 (utilising free credits)
Lower Middle Tier (orgs that have checked >500-100k numbers)	17%	\$25
Upper Middle Tier (orgs that have checked >100k-800k numbers below Top Tier)	2%	\$500
Lower Top Tier (orgs that have checked >800k – 10 mil numbers)	0.8%	\$2,500
Upper Top Tier (orgs that checked > 10 mil numbers)	0.2%	\$25,000



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One-time set up costs

Separately, a straw poll of over 100 organisations was conducted in December 2014. Of those polled, 35 organisations¹ conducted telemarketing activities. One-time expenditure to set up DNC compliance policies and practices depended on the business nature of the organisations. The poll showed that:

- SMEs that do not rely heavily on telemarketing tend to spend \$5,000 or less
- Organisations that spent more did so largely to implement new/improved IT systems or software.

Companies that intend to send a large number of telemarketing messages to many consumers will need to set up the necessary processes to ensure that they check the DNC Registry and that consumers who have opted-out of telemarketing messages do not receive unwanted telemarketing messages.

ISSUED BY THE PERSONAL DATA PROTECTION COMMISSION

About Personal Data Protection Commission

The PDPC administers the Personal Data Protection Act 2012 in Singapore, which aims to safeguard individuals' personal data against misuse and promote proper management of personal data in organisations. In addition, the Act will enhance Singapore's competitiveness and strengthen our position as a trusted business hub, putting Singapore on par with the growing list of countries with data protection laws. For more information, please visit www.pdpc.gov.sg.

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¹ Mainly from the insurance, real estate, finance, hotel and retail/food & beverage sectors.