

## Guideline for Complying with Telemarketing Regulations in Creative City Media Free Zone

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### **Objective:**

This guideline is designed to help businesses operating within **Creative City Media Free Zone** understand and comply with telemarketing regulations. The objective is to ensure that companies follow all legal requirements, protecting consumer privacy, avoiding penalties, and conducting ethical marketing activities within the Freezone.

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### **Scope:**

This guideline applies to all companies licensed under **Creative City Media Free Zone** that market products or services through **telemarketing**. This includes:

- Making calls to market, advertise, or promote products or services.
- Sending marketing messages through SMS or social media applications.
- Conducting phone-based marketing activities either directly or via third-party representatives.

The guideline outlines steps for fulfilling compliance requirements, covering approval, training, reporting, and consumer protection measures within **Creative City Media Free Zone**.

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## 1. Obtain Approval for Telemarketing

- **What to Do:**
  - Companies must obtain **prior approval** from **Creative City Media Free Zone** before conducting any telemarketing activities.
- **How to Do It:**
  - Submit a formal application to the **Creative City Media Freezone Authority** with details about the telemarketing services your company intends to provide.
  - Ensure that your company's trade license includes telemarketing as a permitted activity.
  - Prepare supporting documents, such as your company's registration certificates and an outline of the telemarketing processes.

## 2. Train Your Marketers

- **What to Do:**
  - **Train your marketing team** on professional conduct, the proper use of consumer data, and the **Do Not Call Registry (DNCR)**.
- **How to Do It:**
  - Organize internal training sessions for all employees involved in telemarketing, covering:
    - Ethical communication with consumers.
    - Proper handling of consumer privacy and data protection.
    - How to use and comply with the DNCR.
  - Coordinate with **Creative City Media Free Zone** to ensure training is aligned with their specific guidelines.

## 3. Use Local Phone Numbers

- **What to Do:**
  - Use only **phone numbers issued by UAE-licensed telecom providers**.
- **How to Do It:**
  - Make sure that all phone numbers used for telemarketing are registered under your company's commercial license in **Creative City Media Free Zone**.
  - Double-check with your telecom provider that the numbers comply with UAE regulations and are authorized for telemarketing use.

#### 4. Follow the "Do Not Call Registry" (DNCR)

- **What to Do:**
  - Do not contact consumers whose phone numbers are listed in the DNCR.
- **How to Do It:**
  - Regularly update your telemarketing call lists to ensure that numbers on the DNCR are excluded.
  - Use access tools provided by **Creative City Media Free Zone** to filter out DNCR-listed numbers before making calls.
  - Ensure compliance by cross-referencing with the updated DNCR database prior to any marketing campaign.

#### 5. Maintain Records of All Calls

- **What to Do:**
  - Keep a detailed **record of all telemarketing calls** made by your company.
- **How to Do It:**
  - Use CRM systems or internal software to log each call, including the date, time, and the purpose of the call.
  - Maintain these records for the period required by **Creative City Media Free Zone**.
  - Ensure records are in the format prescribed by the Freezone authority, ready for any audits or inspections.

#### 6. Inform Consumers of Call Recordings

- **What to Do:**
  - **Notify consumers** at the start of every call that the conversation may be recorded.
- **How to Do It:**
  - Include a brief but clear notification message at the start of each telemarketing call, informing the consumer that the call is being recorded for compliance purposes.
  - Update call scripts to ensure this message is consistently communicated.

## 7. Submit Periodic Reports

- **What to Do:**
  - Submit regular reports on your company's telemarketing activities to **Creative City Media Free Zone**.
- **How to Do It:**
  - Set up an internal reporting mechanism to track the number of calls made, consumer feedback, and complaints received.
  - Compile and submit these reports periodically (monthly or quarterly) to the **Creative City Media Free Zone Authority** within the required timeframe.
  - Include details on compliance with the DNCR and other telemarketing regulations in your reports.

## 8. Sign a Code of Professional Conduct

- **What to Do:**
  - If required by the **Creative City Media Free Zone Authority**, your company must **sign a code of conduct**.
- **How to Do It:**
  - Review the code of conduct provided by the Freezone Authority and ensure it aligns with your company's internal policies.
  - Sign the document and return it to **Creative City Media Free Zone**, ensuring all team members are aware of and follow the guidelines outlined.

## 9. Respect Calling Times

- **What to Do:**
  - Restrict marketing calls to **between 9:00 AM and 6:00 PM**, as per the regulations.
- **How to Do It:**
  - Adjust your calling system to prevent calls outside of these hours.
  - Train your telemarketing staff on the importance of adhering to this timeframe.

## 10. Provide Accurate Caller Identification

- **What to Do:**
  - Ensure that the company name and the **purpose of the call** are clearly identified at the beginning of every telemarketing call.
- **How to Do It:**
  - Update your call scripts to include a standardized introduction where the marketer states the company's name and the reason for the call.
  - Ensure all telemarketers adhere to this script.

## 11. Disclose the Source of Consumer Data

- **What to Do:**
  - Be prepared to disclose how you obtained consumer phone numbers and personal data if requested by the **Creative City Media Free Zone Authority**.
- **How to Do It:**
  - Keep records of how consumer data was collected, whether through opt-ins, customer databases, or third-party data providers.
  - Ensure that these records are easily accessible in case of an investigation.

## 12. Avoid Unethical Marketing Practices

- **What to Do:**
  - Avoid deceptive, misleading, or aggressive sales tactics when making telemarketing calls.
- **How to Do It:**
  - Train your staff on ethical marketing practices and consumer rights.
  - Monitor calls to ensure that all conversations are respectful, transparent, and honest.
  - Implement internal reviews and quality control processes to detect and correct unethical behaviours.

### 13. Comply with Call Frequency Limits

- **What to Do:**
  - Do not call consumers more than once per day if they don't answer, and no more than twice a week.
- **How to Do It:**
  - Implement a call tracking system that flags consumers who have already been contacted.
  - Set automatic restrictions in your CRM to prevent repeated calls to the same consumer within a short period.

### 14. Obtain Consumer Consent for Data Use

- **What to Do:**
  - Never share or use a consumer's personal data for marketing purposes without their explicit consent.
- **How to Do It:**
  - Collect written or verbal consent from consumers before using their personal information for telemarketing purposes.
  - Maintain records of consumer consent for future audits or inquiries by **Creative City Media Free Zone**.