

COUNTRY	PHONE SELLING ALLOWED	ADDITIONAL INFORMATION
Belgium	Yes	The use of automatic system of phone call with a marketing goal without human intervention is not allowed without the authorization of the consumer.
Bulgaria	Yes	
Spain	Yes	<p>“Do not call” register</p> <p>Traders have the following obligations:</p> <ul style="list-style-type: none"> <li>- they shall disclose their identity and the commercial purpose of the call at the beginning of the conversation with the consumer</li> <li>- they are obliged to make the calls from an identifiable telephone number</li> <li>- they have to inform consumers about their right to request not to receive further commercial callst</li> <li>- telemarketing calls cannot be make: before 9:00 A.M, after 9:00 P.M. , during weekends or holidays</li> </ul>
The Netherlands	Yes	<p>Sellers have to inform the consumer on behalf of which trader they are calling and what the purpose is of the phone call (to sell something).</p> <p>During a telephone conversation sellers have to ask at any time if they are allowed to call the consumer again and if they consumer wants to be registered in the ‘don’t call me-register’.</p> <p>Sellers are not allowed to call consumer who are registered in the ‘don’t call me-register’.</p>
Ireland	Yes	<p>“Do not call” register</p> <p>Mobile phone numbers are automatically protected from direct marketing calls (requires prior consent).</p> <p>Automated calling machine (e.g. autodiallers) or electronic email not allowed.</p>
Iceland		
The United Kingdom	Yes	<p>Telesales are regulated by OFCOM the independent regulator and competition authority for the UK communications industries.</p> <p>Although companies and organisations are allowed to make live telesales calls, they cannot call you if you have:</p>

		<ul style="list-style-type: none"> <li>- told them previously that you don't want to receive telesales calls from them; or</li> <li>- registered your number with the Telephone Preference Service (TPS) or Corporate Telephone Preference Service (CTPS), unless you have previously given a company permission to make marketing calls to you (e.g. by ticking or unticking a tick box on a form when starting a new service or getting a product from the company).</li> </ul> <p>The law makes a distinction between live telesales calls (where there is a person on the line) and automated marketing calls when a recorded marketing message is played. Automatic recordings are not allowed.</p>
Italy		
Austria	Yes	<p>Contracts connected to winnings, bets or lotteries, which are concluded on the telephone, are not allowed.</p> <p>In addition, phone calls with the aim of cold calling/unsolicited calls are forbidden if the trader doesn't ask for the permission of the consumer.</p>
Greece	forbidden without prior consent	<p>A consumer is considered to have consented, if he has previously been asked and clearly has agreed to disclose his phone contact details for product-selling or commercial purposes. If a consumer has once consented, he retains the right to withdraw such consent whenever he wishes in the future. If a consumer has not consented and yet he receives unsolicited calls and SMS' for product-selling or commercial purposes, he is entitled to submit a complaint to the competent authorities (which in Greece is the Data Protection Authority).</p> <p>E-mailing consumers for product-selling or general commercial purposes is allowed without prior consent, provided that: (a) e-mail addresses have been collected in the context of older legal transactions, (b) consumers are given the right to deny future use of their e-mail addresses for product-selling or commercial purposes, if so they wish.</p>
Croatia	Yes	<p>When the trader contacts the consumer via telephone, it is necessary to state his identity or the identity of the person on whose behalf he/she are contacting the consumer for. Also, certain pre-contractual information have to be pointed out during the telephone call, more precisely, the nature</p>

		of goods in question, information about the trader, price of goods as well as conditions, deadlines and the procedure necessary for the consumer to exercise his right to withdraw from the contract. Also, it is obligatory to deliver all the pre-contractual information on paper or other appropriate durable medium after the arrangement over the phone.
Cyprus	Yes	
Latvia	Yes (requires consent)	Before recipient consent service provider is required to provide following information: name and address of legal person in the name of which commercial communication is distributed, product or service which will be advertised, means of electronics ways commercial communication will be send. This information gives a possible recipient a possibility to evaluate his desires and therefore to provide free and distinct consent to receive the concrete commercial communication.
Lithuania	Yes	
Luxemburg	Yes if the consumer has given his consent in advance.	If the trader has received contact details from the consumer, he has the permission to use them in order to sell similar goods to the ones the consumer bought from the trader. However the trader has to inform the consumer that he has the right to oppose the use of his contact details at any time and for free.
Malta		
Norway	Yes	There are some exceptions like the trader has to update phone lists and that no one should be call after 8 p.m. on weekdays and do not call on weekends. One of the most important exceptions is that the seller must not call the consumers that have reserved themselves from this kind of phone calls.
Poland	Yes	Trader during the phone call should provide a consumer with such details as: <ul style="list-style-type: none"> <li>- full name of the company, address of residence (domicile) entrepreneurs and the body which registered his business activity, and the number under which the trader is registered</li> <li>- the essential characteristics of performance and its object</li> <li>- price of goods or services (including taxes)</li> <li>- the basis of payment of the price or remuneration</li> <li>- cost, date and manner of delivery</li> <li>- the consumer's right to withdraw from the contract within ten days period</li> <li>- the costs arising from the use of the means of distance if they are calculated differently according to</li> </ul>

		<p>the normal fare</p> <ul style="list-style-type: none"> <li>- the date on which the offer or the information on the price or remuneration are binding</li> <li>- the minimum period for which the contract is to be concluded for the provision of continuous or periodic</li> <li>- the place and manner of filing complaints.</li> </ul> <p>Furthermore, the above information should be clearly formulated in an understandable and easy to read. Trader is obligated to confirm consumer in writing all above information at least at the moment of performance the contract.</p>
Portugal		
France	Yes	A French consumer can refuse phone selling by demonstrating his willingness not to be called. There is also an anti-prospecting list. There is also a Pacitel device which is a system of "unwanted calls description. The consultation of the list by any professional who wants to use phone selling is mandatory. The use of "hidden/unknown numbers" is forbidden.
Romania		
Sweden	Yes	Contracts regarding management or advice relating to certain pension products will only enter into effect after the consumer has confirmed the contract in writing.
Germany	No	Cold calling forbidden.
Slovakia	Yes	<p>The trader shall provide consumer with the information regarding the identity of the trader, the commercial purpose of the call, the main characteristics of the goods or services, the total price, the right of withdrawal, the duration of the contract and, if the contract is of indeterminate duration, the conditions for terminating the contract. If a distance contract to be concluded places the consumer under an obligation to pay, the trader shall make the consumer aware in a clear and prominent manner, and directly before the consumer places his order. The trader shall provide the consumer with the confirmation of the contract concluded, on a durable medium within a reasonable time after the conclusion of the distance contract, and at the latest at the time of the delivery of the goods or before the performance of the service begins.</p> <p>Advertising of goods or services must not be disseminated by automatic telephone call system, fax</p>

		or electronic mail without the previous consent of their user who is the recipient of advertisement.
Slovenia	Yes	<p>In telephone conversations, a person, who on behalf of the company establishes telephone contact with consumers with a view to conclude a distance contract, must present at the beginning of the conversation the company and headquarters; if appropriate identity the person on whose behalf the call is made, and inform consumers of to the commercial purpose of the call. For the purpose of concluding the distance contract the phone company must sent the consumer a confirmation on a durable medium.</p> <p>The contract is concluded when the consumer signs the confirmation or writes a statement that he accepts the offer.</p>
Finland	Yes	<p>The Finnish Direct Marketing Association maintains a register for refusals of telephone marketing. Consumers can add themselves to the register.</p> <p>Telemarketing of mobile phone subscriptions is banned for a period of three years ( 1.8.2012 – 1.7.2015 ). The legislation for a marketing ban was initiated due to problems that have emerged in telemarketing .</p> <p>The ban applies to telemarketing for new customers. The ban will not apply to telemarketing to an operator’s old customers or to marketing a customer has specifically requested.</p>
Denmark	Requires prior consent,  There are a few exceptions: 1) ordering books, 2) subscribing to newspapers, weeklies and periodicals, 3) brokering insurance contracts and 4) subscribing to rescue services or ambulance transport	<p>Traders may not, without a prior request communicate in person or by telephone with a consumer at his residence or workplace or another place to which there is no public access with a view to obtaining, immediately or subsequently, an offer or acceptance of an offer to conclude a contract.</p> <p>However, this does not apply to communications by telephone concerning</p> <ol style="list-style-type: none"> <li>1) ordering books,</li> <li>2) subscribing to newspapers, weeklies and periodicals,</li> <li>3) brokering insurance contracts and</li> <li>4) subscribing to rescue services or ambulance transport</li> </ol>
The Czech Republic	Yes; the caller has to ask for consumers consent	The general rule is that trader always needs consent from consumer to be allowed to speak to him/her

	at the beginning of the phone call	and try to present him/her any commercial communications. In practise this means that each phone call should start with question whether consumer agrees with such phone call.
Hungary		
Estonia	Yes	