

Dear Editor

I refer to the letter from Mr Vincent Chan Chun Tat, "Financial 'spam': Stamp it out" (ST Forum, 4 January 2008).

We wish to inform Mr Chan that for telemarketing activities, banks subscribe to the Telemarketing Guidelines for the Financial Industry, a code of conduct for the financial industry jointly developed by the Contact Centre Association of Singapore, industry associations and Regulators.

Under the Code, banks maintain a "Do-Not-Call" list, where customers who request not to be called by or on behalf of the bank regarding any particular goods or services are recorded on the bank's database. Banks also provide their telemarketers with the "Do-Not-Call" list and refrain from making calls to customers who have requested to be placed on the list.

Customers are advised to contact their banks if they wish to be put on their bank's "Do-Not-Call" list.

We thank Mr Chan for his feedback. More details of the Telemarketing Guidelines can be found at [www.ccas.org.sg](http://www.ccas.org.sg).

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Director  
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