

**COMMUNICATIONS
ALLIANCE LTD**



INDUSTRY GUIDELINE
CALLING NUMBER DISPLAY
G522:2016

G522:2016 Calling Number Display Industry Guideline

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EXPLANATORY STATEMENT

This is the Explanatory Statement for the Industry Guideline G522:2016 **Calling Number Display**. The Explanatory Statement outlines the purpose of this Industry Guideline (the Guideline) and the factors that have been taken into account in its development. The Guideline replaces the ACIF C522:2007 Calling Number Display Industry Code (the Code) published by ACIF (now Communications Alliance) in 2007.

Background

The Guideline addresses privacy issues raised by Calling Line Identification (CLI) and Calling Number/Name Display (CND).

Legislation requires that a standard telephone service must be capable of providing calling line identification. A standard telephone service, is defined as a service for voice telephony, whether a local service or a public mobile telecommunications service, or an equivalent service for people with disabilities, which connects the call to another like service regardless of the network(s) being used.

This Guideline should apply to all Communications to the extent that it is technically possible. Short message services (SMS) and multi-media message services (MMS) are data services which are technically unable to carry a blocking code and therefore exempt from Guideline processes set out in Sections 3 and 4.

CLI means that at the time a call is established data is generated to identify the public number of the service from which the call originates and a flag to identify if the public number is to be displayed to the recipient of the call. Together, the public number of the A-Party and the flag form the CLI. CLI is passed through carriers' networks and is integral to the operation of telecommunications networks, facilitating efficient call management, route selection and billing and is passed between those carriers and carriage service providers (CSPs) (including internet service providers) involved in ensuring the correct termination of that call in accordance with the *Telecommunications Act 1997* (the Act).

The use and disclosure of CLI information exchanged between carriers and CSPs is restricted under Part 13 of the ACT which restricts the use of CLI that carriers and CSPs obtain in the course of their business.

CLI makes possible the provision of a range of products and services to customers, including calling number display and calling name display (both referred to as CND).

Services making use of CND present or display the calling party's public number or customer name, provided the calling party has not blocked it and there is no technical impediment to displaying it.

CND offers a range of service advantages for call recipients, such as being able to identify the source of calls before answering, keeping a log of incoming calls while away from the phone and being able to immediately return a missed call. CND offers several benefits to business users, including retaining contact public numbers of callers for the purpose of future contact and providing enhanced service for existing customers, who can be immediately recognised at the time of their call.

However, CND also has potential risks to privacy. Callers in many situations may not wish the call recipient to be able to identify their public number. Doctors who call patients from home, customers who call businesses but do not wish to be contacted in the future,

and victims of domestic violence are some of the groups who may not want their public numbers disclosed.

The Guideline outlines processes for blocking and enabling CND and related customer awareness activities that should apply to CND.

All CND arrangements should ensure that consumers are given an adequate level of privacy protection and that they can make informed choices in relation to the disclosure of their personal information.

Current arrangements for Calling Number Display products

CND has been offered by telecommunications providers (carriers and CSPs – 'suppliers') since late 1997. Its introduction was influenced by Guidelines prepared by the former AUSTEL Privacy Advisory Committee. Those Guidelines dealt with the measures to be adopted prior to introducing the product, including a public education campaign and the offering of CND to those being called on an "opt out basis".

"Opt out" means that the calling public number is transmitted automatically to the called party unless the calling party has chosen to block CND, either for all calls or for a particular call.

2006 Revision

In 2006 the following changes were made:

- allowing suppliers more flexibility in the means of blocking or enabling CND information, while preserving the ability of customers to either block or display their information.
- providing clarity on uses of CLI by CSPs, to standardise the terms used and to review and cater for the impact of new technologies.
- code rules were clarified on a supplier charging for the enabling as well as blocking of CND.
- the CND Guidelines were removed noting that the use of personal information to contact customers is already addressed in legislation, including the National Privacy Principles in the *Privacy Act 1988*, with further protections provided by the *Spam Act 2003* and the *Do Not Call Register Act 2006*, providing far more protection than the Guidelines.

Note: Application of CND to VOIP Services

It was suggested in the 2005 Report Examination of Policy and Regulation Relating to Voice Over the Internet Protocol (VoIP) Services to the Minister for Communications, Information Technology and the Arts, that ACIF Codes be reviewed as to their relevance toward services using VoIP, in particular those Codes considered to apply to the provision of a voice service. VoIP providers who offer services that are not considered to be a voice service have obligations regarding customers' informed consent imposed by part 13 section 289 of the Act; while such services may not be covered by the scope of this Code, the providers need to ensure that they are familiar with the requirements of the Act.

The Working Committee examined the application of this Code to services using VoIP. It became apparent to the Working Committee that a number of CSPs providing services

using VoIP may be technically unable to block CND. For example, the CND for calls within some VoIP providers' own networks could not be blocked on either a call-by-call or permanent basis and that consumers would experience difficulty distinguishing those calls that could be affected prior to making a call.

The Working Committee sought further consultation from numerous VoIP suppliers, which revealed that a supplier's ability to comply in full with Section 3 of the Code depended on the network devices deployed and the functionality of those devices, for example an all-in-one IP call routing solution verses multiple tier functionality.

The Working Committee concluded that affected suppliers must comply with the Code as much as that is possible and make known to the customer any such limitation at a point in time which will provide the customer with an opportunity to protect their right to privacy.

2015 Revision

Review of Customer Information Obligations

The Industry Code *C628:2012 Telecommunications Consumer Protections (TCP Code)* was revised by a Communications Alliance Working Committee in light of the Government's de-regulatory commitments and the principles espoused in the Communications Alliance "Framework for Customer Information Provisions" document. An operational sub-group was tasked with ensuring that the principles espoused in the Framework were applied to operational Codes.

The sub-group identified instances in operational Codes where duplications or unnecessary overlaps with the TCP Code existed and proposed amendments that would make for more streamlined operational processes, with overarching general rules on the provision of information to consumers continuing to reside in the TCP Code.

A number of duplications were found within the CND Code which were covered by the TCP Code and the Privacy Act.

With the removal of the duplicated material, the view of the Customer Information Project operational sub-group was that the remaining content was insufficient to warrant it being an industry code and therefore recommended to the Customer Information Project Working Committee that the Code be made a Guideline. The Working Committee agreed with the proposal.

Accordingly, in 2015 the CND Code was revised and changed into a Guideline with content change to:

- clarify mobile services are applicable as part of the Standard Telephone Service.
- include updates as a result of the introduction of the *Australian Privacy Principles*.
- rectify an error introduced in the previous version of the Code concerning how the obligations for Permanent Line Blocking are applied to fixed line and mobile services.
- limit the scope of the new Guideline to residential and small business customers, as defined by the TIO, to align with the TCP Code.
- reflect the calling line identification (CLI) obligations of s354 of the *Telecommunications Act 1997*.
- update references from 'ACIF' to 'Communications Alliance'.

How this Guideline builds on and enhances the current privacy protection arrangements

The way in which suppliers have to handle personal information associated with CLI is already regulated by the *Privacy Act* and Part 13 of the Act.

This Guideline deals specifically with CND and CLI and refines the more general privacy protection rules set out in the *Privacy Act* and the Act. It aims to describe:

- the manner in which CND enabling or blocking is to be offered to customers by suppliers;
- options which customers have in relation to enabling or blocking CND; and
- measures to be undertaken by suppliers to ensure that their customers are aware of CLI and CND privacy implications.

Privacy awareness measures will detail how suppliers should provide readily accessible information to their customers as to the status of their lines (blocked or enabled).

The Guideline provides guidance on dealing with new customers and customers who are changing public numbers.

The Guideline also deals with the provision of CLI to CSPs. CSPs may receive CLI as part of running and supporting communications over a telecommunications network. Generally, CLI is provided to CSPs regardless of whether customers have opted for blocking of CND. Accordingly, the Guideline provides information on the circumstances in which CLI may be provided to CSPs and how they may use it.

What the Guideline accomplishes

The objectives of the Guideline are to:

- (a) set out processes for suppliers to provide privacy protections in the supply of CLI and CND;
- (b) recommend procedures that suppliers adopt to allow an A-Party to freely enable or block CND to the B-Party;
- (c) set out processes for suppliers to inform their customers, on an ongoing basis, about CLI and CND and the privacy implications of both, and how customers can utilise CND Blocking features, where available to make informed choices about their use of telecommunications; and
- (d) deal with the use of CLI by suppliers.

The Guideline will ensure that all suppliers are aware of a recommended set of standards in relation to the way they provide their customers choices for enabling and blocking CND to those they are calling and meeting service delivery standards in relation to implementing customer choices.

It will enable customers to make privacy related choices when opting to block or enable CND to the called party.

It will also ensure that suppliers maintain on-going awareness activities in relation to CND, CLI and privacy.

It achieves these objectives by building a comprehensive set of standards, complemented by guidance notes.

Anticipated Benefits to Consumers

Consumer benefits will flow from the common approach by suppliers to privacy protection measures, in support of the statutory requirements imposed by the *Privacy Act* and the Act.

Customers will benefit from the awareness strategies in the Guideline, in that it will allow them to make informed choices about their use of telecommunications.

As the Guideline deals with information relating to individuals, it can be expected to benefit all domestic users of telecommunications services, and those individuals who operate small businesses which acquire telecommunications services.

Consumers can be assured that the industry has put in place standards for the provision of CND products. The rules are written in clear and easily understood terms, to ensure that customers can know what they should expect of their telecommunications providers in relation to CND products.

Benefits to industry

The Guideline sets out easily understood standards and guidance notes, providing a level of certainty for suppliers, their customers and the telecommunications industry as a whole.

The development of privacy standards specific to CND products will foster consumer confidence in the use of new information and communications technologies, and should therefore encourage the uptake of new products and services.

Alexander R. Osborne

Chair, WC57: Calling Number Display Working Committee

September 2016

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1 GENERAL

1.1 Introduction

- 1.1.1 Section 354 of the Act sets out the requirement that certain switching systems must be capable of providing calling line identification.
- 1.1.2 The development of the Guideline has been facilitated by Communications Alliance through a Working Committee comprised of representatives from the telecommunications industry.
- 1.1.3 The Guideline deals specifically with CND and CLI implementation arrangements. Broader privacy protection measures are dealt with in the *Privacy Act 1988 (Cth)*.
- 1.1.4 The Guideline should be read in conjunction with related legislation, including:
 - (a) the *Telecommunications Act 1997 (Cth)* (the Act);
 - (b) the *Privacy Act 1988 (Cth)*; and
 - (c) The *Telecommunications (Customer Service Guarantee) Standard 2011*.
- 1.1.5 The Guideline should be read in the context of other relevant Codes and Guidelines;
 - (a) including the Telecommunications Consumer Protections Code (C628:2015); and
 - (b) Integrated Public Number Database (IPND) Code (C555:2008).
- 1.1.6 Statements in boxed text are a guide to interpretation only.

1.2 Scope

- 1.2.1 The Guideline applies to the Carriage Service Providers section of the telecommunications industry under section 110 of the Act. The Guideline deals with CND and the provision of CLI to Carriers and CSPs in relation to the telecommunications activities of Suppliers, as defined in section 109 of the Act, including the following:
 - (a) carrying on business as a Carrier;
 - (b) carrying on business as a CSP; or
 - (c) supplying goods or service(s) for use in connection with the supply of a listed Carriage Service.
- 1.2.2 Nothing in this Guideline is intended to affect:
 - (a) Suppliers using or disclosing CLI in the course of providing a Carriage Service, where the use or

disclosure is necessary to provide that Carriage Service and is authorised or required by legislation;

- (b) Emergency Services Organisations or persons handling calls on their behalf; or
- (c) Customer choice of Enabling or Blocking CND to the B-Party, provided the Customer is fully informed.

1.3 Objectives

This Guideline is intended to:

- (a) assist Suppliers with providing privacy protections in the use of CLI and CND;
- (b) assist Suppliers with adopting procedures to allow an A-Party to easily Enable or Block CND to the B-Party, where technically feasible; and
- (c) deal with the use of CLI by Suppliers.

1.4 Guideline review

The Guideline will be reviewed 2 years after publication and every 5 years thereafter or earlier in the event of significant developments that affect the Guideline or a chapter within the Guideline.

2 ACRONYMS, DEFINITIONS AND ABBREVIATIONS

2.1 Acronyms

For the purposes of the Guideline, the following acronyms apply:

CLI

means Calling Line Identification or Calling Line Identity

CLIP

means Calling Line Identification Presentation

CND

means Calling Number Display or Calling Name Display

CSP

means Carriage Service Provider

IPND

means Integrated Public Number Database

PMTS

means Public Mobile Telecommunications Service

PNDD

means Public Number Directory Data

STS

means Standard Telephone Service.

2.2 Definitions

For the purposes of the Guideline, the following definitions apply:

Act

means the *Telecommunications Act 1997 (Cth)*.

A-Party

means the individual or entity initiating the Communications.

Block

means the method by which an A-Party prevents the B-Party identifying them by using CND, either by way of a Permanent Line Block or by use of the Blocking Code.

Note: For the purposes of this Guideline when referring to CND blocking capability associated with a Carriage Service it is subject to the technical capability to provide that facility. For example, data and many Internet Protocol type services such as; email, SMS, MMS and

over the top applications are technically unable to carry a blocking code and are not required to provide a Blocking capability.

Blocking Code

means a series of numbers and/or symbols which the A-Party uses before the Public Number in order to prevent sending CND to the B-Party for that particular call. The Blocking Codes are 1831 or #31#.

B-Party

means the individual or entity receiving the Communication.

Calling Line Identification/Calling Line Identity

means the data generated by a Telecommunications Network which relates to the Public Number of the A-Party.

Calling Number Display

means the displayed or presented Public Number and/or name of the A-Party (based on CLI). Also known as Caller ID.

Carriage Service

has the meaning given by section 7 of the Act.

Note: For the purposes of this Guideline when referring to CND capability associated with a carriage service it means an STS or equivalent voice telephony service used to make voice calls between two parties, irrespective of the transmission technology.

Carriage Service Provider

has the meaning given by section 87 of the Act.

NOTE: Carriage Service Providers include internet service providers.

Carrier

has the meaning given by section 7 of the Act.

Calling Line Identification Presentation

means a supplementary service offered to the called party which provides the calling party's number to the called party.

Communications

has the meaning given by section 7 of the Act.

Customer

means the person who is contracted to a CSP for the supply of a Carriage Service in association with a Public Number.

Customer Service Guarantee

means the Customer Service Guarantee made pursuant to section 115 of the *Telecommunications (Consumer Protection and Service Standards) Act 1999 (Cth)*.

Directory Assistance Services

has the same meaning as given by section 7 of the Act.

Display Code

means a series of numbers and/or symbols which the A-Party uses before the Public Number in order to Enable sending CND to the B-Party for that particular call. The Display Codes are 1832 or *31#.

Emergency Service Number

means as defined in the Telecommunications Numbering Plan 2015 (s 30). The Plan specifies that 000 is the primary Emergency Service Number whilst 106 and 112 are secondary Emergency Service Numbers.

NOTE: As per the *Telecommunications (Emergency Call Service) Determination 2009*, Communications can only be made with 106 using a text device, and with 112 using a Public Mobile Telecommunications Service that uses GSM technology.

Emergency Service Organisation

means an organisation described in the *Telecommunications (Consumer Protection and Service Standards) Act 1999 (Cth)* (s. 147) as an emergency service organisation.

NOTE: Emergency Service Organisations include a police force or service or a fire service or an ambulance service.

Enable

means the method by which an A-Party allows the B-Party to identify them using CND on either a permanent or per call basis.

Geographic Number

means a number that has been allocated under the Numbering Plan to a CSP for the provision of a local service.

Integrated Public Number Database

has the meaning given by section 285 of the Act.

Line Blocking Status

means the status of a particular Carriage Service in relation to whether it has in place Blocking or Enabling of CND.

Listed Entry

has the meaning given in C555:2008 Integrated Public Number Database (IPND) Industry Code.

Mobile Service Number

means a number that has been allocated under the Numbering Plan to a CSP for the provision of a PMTS.

Numbering Plan

means a plan made pursuant to section 455 of the Act.

Override Code

means a series of numbers which a n A-Party uses to access the service of a particular Supplier on a per call basis.

Per Call Blocking

means Blocking CND for a single call, by use of the Blocking Code.

Permanent Line Block

means an arrangement between a Customer and a Supplier by which there is automatic Blocking unless the A-Party, in respect of a particular call, uses the Display Code.

Public Mobile Telecommunications Service

has the meaning given in section 32 of the Act.

Public Number

means a number specified in the Numbering Plan as referred to in subsection 455(3) of the Act.

Public Number Directory

has the meaning given by section 285 of the Act.

Public Number Directory Data

has the meaning given in C555:2008 Integrated Public Number Database (IPND) Industry Code.

Public Payphone

has the same meaning as in *Carrier Licence Conditions (Telstra Corporation Limited) Declaration 1997*.

Standard Telephone Service

has the meaning given by section 6 of the *Telecommunications (Consumer Protection and Service Standards) Act 1999*.

Supplier

means a Carrier or CSP.

Suppressed Address Entry

has the meaning given in C555:2008 Integrated Public Number Database (IPND) Industry Code.

Telecommunications Network

has the meaning given by section 7 of the Act.

Unlisted Entry

has the meaning given in C555:2008 Integrated Public Number Database (IPND) Industry Code.

2.3 Interpretations

In the Guideline, unless the contrary appears:

- (a) a reference to a statute, ordinance, code or other law includes regulations and other instruments under it and consolidations, amendments, re-enactments or replacements of any of them;
- (b) words in the singular includes the plural and vice versa;
- (c) a verb used in the present tense includes that verb used in other tenses;
- (d) words importing persons include a body whether corporate, politic or otherwise; and
- (e) a reference to a person includes a reference to the person's executors, administrators, successors, officer, employee, volunteer, agent and/or subcontractor (including but not limited to, persons taking by novation) and assigns.

3 BLOCKING AND ENABLING CND

3.1 General

- 3.1.1 CLI and CND shall be enabled by default, where technically feasible.
- 3.1.2 Blocking of CND should be offered by Suppliers on an unconditional basis for all Carriage Services and operate across all networks to the extent that it is technically feasible.

NOTE: For example, data services such as SMS and MMS are technically unable to carry a Blocking code and not required to provide a Blocking capability.

- 3.1.3 Subject to Section 3.2 and Clause 4.2 a Supplier should ensure that its Customers have the capability of Blocking CND on a permanent basis and on a per call basis for each Carriage Service supplied.
- 3.1.4 Subject to Section 3.2 and Clause 4.2, a Supplier should offer the capability of Enabling CND for each Carriage Service supplied. Suppliers may offer the capability of Enabling CND on:
 - (a) a per Communication basis; or
 - (b) a permanent basis; or
 - (c) both.
- 3.1.5 Subject to Clause 4.2 a Supplier should ensure that a Permanent Line Block prevents the presentation of CND for all Communications made from that Carriage Service, except for Communications preceded by the Display Code.
- 3.1.6 Suppliers should not override a Permanent Line Block without the Customers consent.
- 3.1.7 Subject to Clause 4.2, a Supplier should ensure that Customers using its Carriage Services are able to Block or Enable their CND associated with the Carriage Service in relation to a particular Communication by using the Blocking Code or the Display Code prior to the Public Number of the B-Party.
- 3.1.8 Where an A-Party uses an Override Code to access a Supplier's Carriage Services, the Supplier should ensure that:
 - (a) the A-Party can Block or Enable CND by using the relevant Blocking or Display Code; and
 - (b) where technically feasible, the Blocking or Display Code can be used immediately prior to the Override Code.
- 3.1.9 Where it is not technically possible for the Blocking or Display Code to be used immediately prior to the Override Code, as per Clause 3.1.7, a Supplier should inform its Customers how

they can Block or Enable CND for Communications made using the Override Code.

- 3.1.10 A Supplier should ensure that:
- (a) where a Customer has a Permanent Line Block or the A-Party has used the Blocking Code; and
 - (b) the B-Party has diverted the Communication by one or more diversions;
 - (c) the CND of the A-Party is not presented to the B-Party except as permitted in Clause 4.2.

3.2 Permanent Line Blocking for Unlisted Entry

A Supplier should ensure that a Carriage Service that is subject to an obligation to supply data to the IPND (with the exception of PMTS) which has an Unlisted Entry carries a Permanent Line Block unless otherwise agreed with the Customer. A Supplier may offer the capability of Enabling CND on:

- (a) a per Communication basis; or
- (b) a permanent basis; or
- (c) both.

NOTE: Refer to Appendix A for Customer Options for Blocking and Enabling CND.

3.3 No discrimination

A Supplier should not unfairly discriminate between or offer different levels of service to Customers on the basis of whether those Customers choose to Enable or Block CND.

3.4 Inability to Supply Blocking or Enabling

- 3.4.1 Where a Supplier's Telecommunications Network does not support the option of Blocking or Enabling CND on a permanent basis and/or on a per Communication basis, the relevant Supplier should inform the Customer of the extent and possible effects of any such limitation. The timing and content of the disclosure should be sufficient to enable the Customer to make an informed choice about whether to exercise their right to privacy and should also occur prior to the parties entering into any form of agreement for the supply of services, or prior to any change for customers of an existing Supplier.
- 3.4.2 A Supplier should, without penalty, free any Customer of their contractual obligations who wishes to leave them as a consequence of change whereby that Supplier offers CND or no longer supports Blocking or Enabling.

4 CUSTOMER INFORMATION REQUIREMENTS

4.1 CLI Blocking and availability of CND

- 4.1.1 Suppliers should advise Customers that CND may assist the receiver of a Communication in identifying who is contacting them by displaying the Public Number of the A-Party initiating the Communication where they do not have CLI blocked on a permanent, or per Communication basis.
- 4.1.2 Suppliers should advise Customers if they provide CND. If so, they should advise the Customer:
- (a) what services provide CLI and CND;
 - (b) to which services can CND Blocking be applied;
 - (c) how they can change CND on a per Communication basis or apply Permanent Line Blocking either themselves or via the Supplier;
 - (d) the timeframes for implementing requests by a Customer for a Permanent Line Block;
 - (e) of any charges that apply; and
 - (f) if their equipment is CND compatible, or if additional equipment is required and if so the cost of that equipment.
- 4.1.3 If a Supplier does not offer CND, they should clearly advise Customers that it is not available.
- 4.1.4 If a Supplier makes changes that result in CND becoming available, or that results in Blocking or Enabling no longer being available; they should inform Customers 60 Calendar Days prior to the date of any such changes:
- (a) the date from which such change will apply; and
 - (b) that the Customer may terminate their contract (if any) without penalty from the date of any such change.
- 4.1.5 Suppliers who provide a wholesale telephony service should provide appropriate and timely information about CLI and CND to the CSPs who resell their products to enable both the Supplier and the reseller to meet their information obligations.

4.2 Disclosure of your Calling Line Identification

- 4.2.1 Suppliers should advise Customers that CLI will not be disclosed to third parties other than for the following reasons:
- (a) to the Emergency Service Number operator and Emergency Service Organisation(s) following communication with 000;

- (b) on internet dial-up calls made to an Internet Service Provider (ISP) that uses a Telstra ISDN service or an 0198307 or 0198308 access number, but only where the ISP uses the CLI for fraud prevention, billing, call management or credit control; and
- (c) when you receive a text message or reply to a Talking Text message from a STS – in accordance with worldwide standards for SMS, all messages including reply messages will display the Public Number of the sender.

4.2.2 CND will not work if the Communication is from:

- a) an A-Party who has chosen to block their Public Number on a per Communication or permanent basis;
- b) an overseas number;
- c) an A-Party whose provider does not participate in CND or needs their subscriber to activate CND; and
- d) a payphone.

NOTE: You may see 'private' or 'withheld', 'unavailable' or 'out of area', 'payphone' or 'call forward' on your screen instead.

If the call has been diverted to you, you may see the originating caller's number. Further information may be obtained by contacting your Service Provider.

4.3 What if I receive an unwelcome communication and need to know the caller's number?

4.3.1 You should contact your service provider for further information. This is dealt with in Industry Code C525:2016 Handling Life Threatening and Unwelcome Communications.

NOTE: Your supplier cannot provide you the number of a caller whose CLI is Blocked as this is subject to Part 13 of the Act and Privacy law. Life threatening or unwelcome communications will be dealt with by the Supplier(s) involved. Or, you can contact the Police.

Refer to Industry Guidance Note IGN:010

Customer Process – Handling of Life Threatening and Unwelcome Communications.

5 OBLIGATIONS IN RELATION TO PROVISION OF CLI

5.1 Supplier Obligations in Relation to Provision of CLI

- 5.1.1 A Supplier may provide CLI to a CSP for the purposes of facilitating the delivery of a Carriage Service.
- 5.1.2 Prior to agreeing to supply CLI to a CSP, a Supplier should be satisfied that CLI is to be used only for the purposes identified in Clause 5.2.1.

5.2 CSP Obligations in Relation to Receiving CLI

- 5.2.1 A CSP which receives CLI in the course of facilitating the delivery of a Carriage Service should not use or disclose that CLI for purposes other than:
 - (a) passing data required within and between networks to support network switching and the correct termination of a Communication;
 - (b) supporting the Blocking or Enabling of CND;
 - (c) supporting the delivery of other telecommunications services and products that rely on CLI;
 - (d) activities relating to the management of Carriage Services within and between Telecommunication Networks;
 - (e) activities related to analysing network traffic and performance for the purposes of:
 - (i) ensuring compliance to relevant industry codes and standards for network performance; and
 - (ii) planning of Telecommunication Network activities associated with increasing Telecommunications Network capacity.
 - (f) fault handling activities within and between Telecommunications Networks;
 - (g) supporting Customer and inter-carrier billing and credit control;
 - (h) Telecommunications Network fraud prevention activities; or
 - (i) dispute resolutionwhere the CSP has a direct relationship to the Carriage Service, or where required by law.
- 5.2.2 A CSP should not use CLI for purposes of data mining, behavioural monitoring, marketing or identifying and communicating with other than that CSP's own Customer.

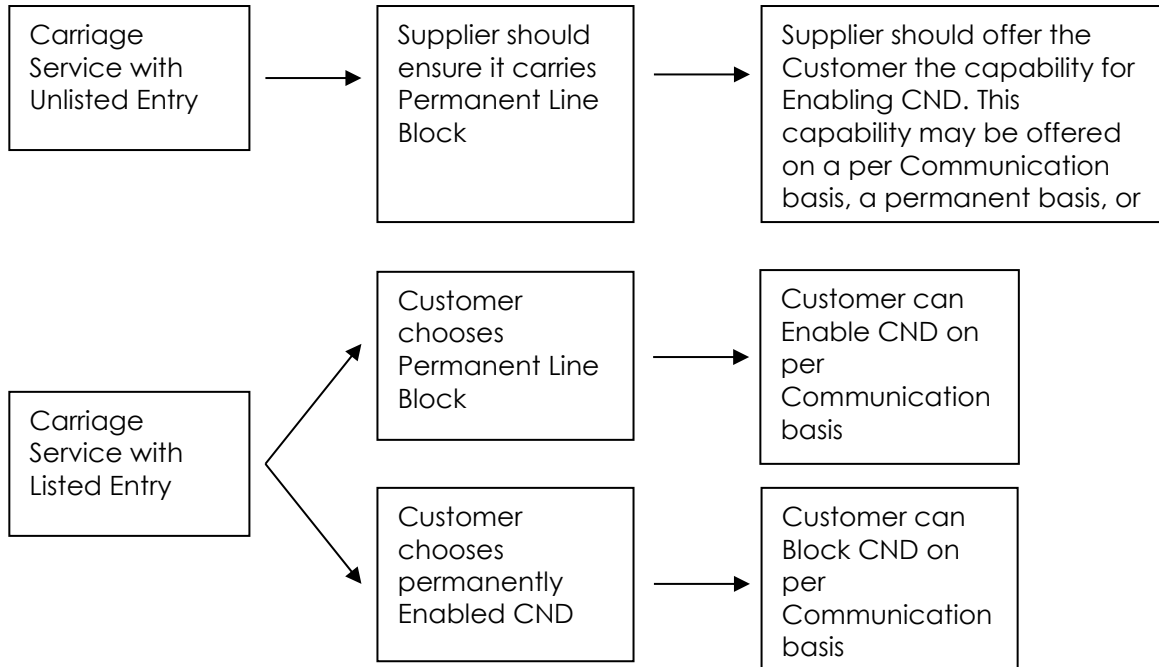
NOTE: Subject to Part 13 of the Act and other relevant legislation, nothing in Clause 5.2.1 or 5.2.2 precludes a CSP from using CND that it has received in its capacity as a called party in accordance with general rules on the regulation of marketing activities, on the same basis as other recipients.

6 REFERENCES

Publication	Title
Industry Codes	
C525:2016	Handling of Life Threatening and Unwelcome Communications
C555:2008	Integrated Public Number Database (IPND)
C628:2015	Telecommunications Consumer Protections
Industry Guidelines	
G619:2007	IPND Data
Legislation	
<i>Privacy Act 1998 (Cth)</i>	
<i>Telecommunications Act 1997 (Cth)</i>	
<i>Telecommunications (Consumer Protection and Service Standards) Act 1999 (Cth)</i>	
<i>Telecommunications (Emergency Call Service) Determination 2009</i>	
<i>Telecommunications Numbering Plan 2015</i>	
Standards	
<i>Telecommunications (Customer Service Guarantee) Standard 2011</i>	

A APPENDIX

CUSTOMER BLOCKING/ ENABLING CND



NB:

- The processes set out in this chart are subject to Clause 4.2.1 which requires that CND is passed to Emergency Service Organisations, regardless of whether the provision of CND has been Blocked.
- Suppressed Address is treated as a Listed Entry.
- In practice, the default position for a Carriage Service with a Listed Entry is for CND to be Enabled.
- For PMTS Customers the default position is for CND to be enabled. Customers can easily control Line Blocking via the device.

PARTICIPANTS

The Working Committee responsible for the revisions made to the previous Code (being made into this Guideline) consisted of the following organisations and their representatives:

Organisation	Membership	Representative
Optus	Voting	Xanthe Corbett-Jones
Telstra	Voting	Angelo Savini
Verizon	Voting	Mary-Jane Salier
Vodafone Hutchison Australia	Voting	Anthony Flannery

Alexander R. Osborne of VHA chaired the Working Committee. Communications Alliance provided project management support.

Communications Alliance was formed in 1997 to provide a unified voice for the Australian communications industry and to lead it into the next generation of converging networks, technologies and services.

In pursuing its goals, Communications Alliance offers a forum for the industry to make coherent and constructive contributions to policy development and debate.

Communications Alliance seeks to facilitate open, effective and ethical competition between service providers while ensuring efficient, safe operation of networks, the provision of innovative services and the enhancement of consumer outcomes.

It is committed to the achievement of the policy objective of the *Telecommunications Act 1997* – the greatest practicable use of industry self-regulation without imposing undue financial and administrative burdens on industry.



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