Canadian Radio-television and Telecommunications Commission
Conseil de la radiodiffusion et des télécommunications canadiennes

Canada



Answering the Call:

Helping Ensure a Safe and Convenient Telemarketing Environment in Canada

2025-2026 CRTC Annual Report on the Operation of the National Do Not Call List

September 2026

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The Canadian Radio-television and Telecommunications Commission (CRTC)
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(Aussi disponible en français)



Helping Protect Canadians from Unwanted Calls

The CRTC is an independent quasi-judicial tribunal that regulates the Canadian communications sector in the public interest. The CRTC holds public consultations on telecommunications and broadcasting matters and makes decisions based on the record.

Part of the CRTC's mandate is to help protect Canadians from unwanted calls - an authority granted by Parliament under the *Telecommunications Act* (the Act). It helps protect privacy and limit nuisance calls, while still allowing legitimate telemarketing. The CRTC promotes compliance with the *Unsolicited Telecommunications Rules* (the Rules), which include the *National Do Not Call List* (DNCL) *Rules*, the *Telemarketing Rules,* and the *Automatic Dialing-Announcing Device* (ADAD) *Rules.* It is also responsible for establishing and maintaining the Voter Contact Registry (VCR) under the amended *Fair Elections Act* (2014), to ensure that those who contact voters during an election do so transparently.

Through its compliance and enforcement program, the CRTC promotes and enforces the Rules, the VCR and it monitors and investigates non-compliance. The CRTC is working to help create an environment that deters non-compliant telemarketers while assisting businesses with their legitimate telemarketing practices.

Through its public proceedings, the CRTC also helps ensure that its regulatory policies respond to advances in technology, evolving business models, and the privacy needs of Canadians.

2025-2026 Fees and Operational Costs

The Rules require that those who make telemarketing calls and those who hire a third party to make calls on their behalf register with the National DNCL operator and purchase a subscription. The Act grants the CRTC the authority to collect fees to recover its regulatory costs associated with promoting compliance with the Rules and administering the National DNCL. These fees come from subscriptions to the National DNCL, as prescribed in the Unsolicited Telecommunications Fees Regulations.

The CRTC collected $3,027,292 in unsolicited telecommunications fees.



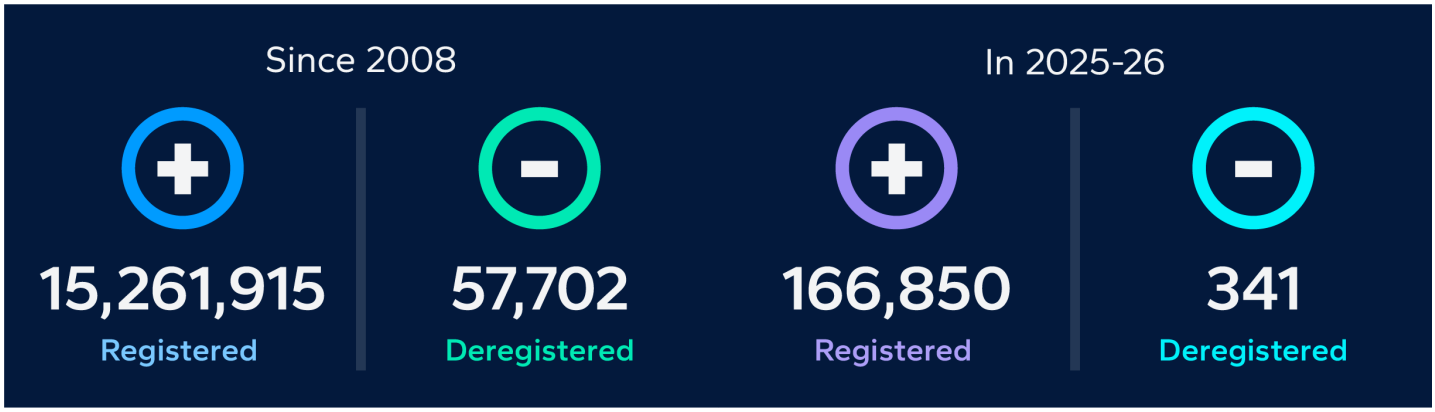
Number Registrations and Complaints

Taking Part

By registering their number on the National DNCL, Canadians can reduce the number of telemarketing calls they receive.

Since 2008, a total of 15,261,915 Canadian phone numbers have been added to the National DNCL and a total of 57,702 phone numbers have been removed.

In 2025-2026, a total of 166,850 Canadian phone numbers for home, mobile, fax or Voice over Internet Protocol (VoIP) services were registered with the National DNCL operator, an average of 457 numbers per day. A total of 341 Canadian numbers were deregistered.

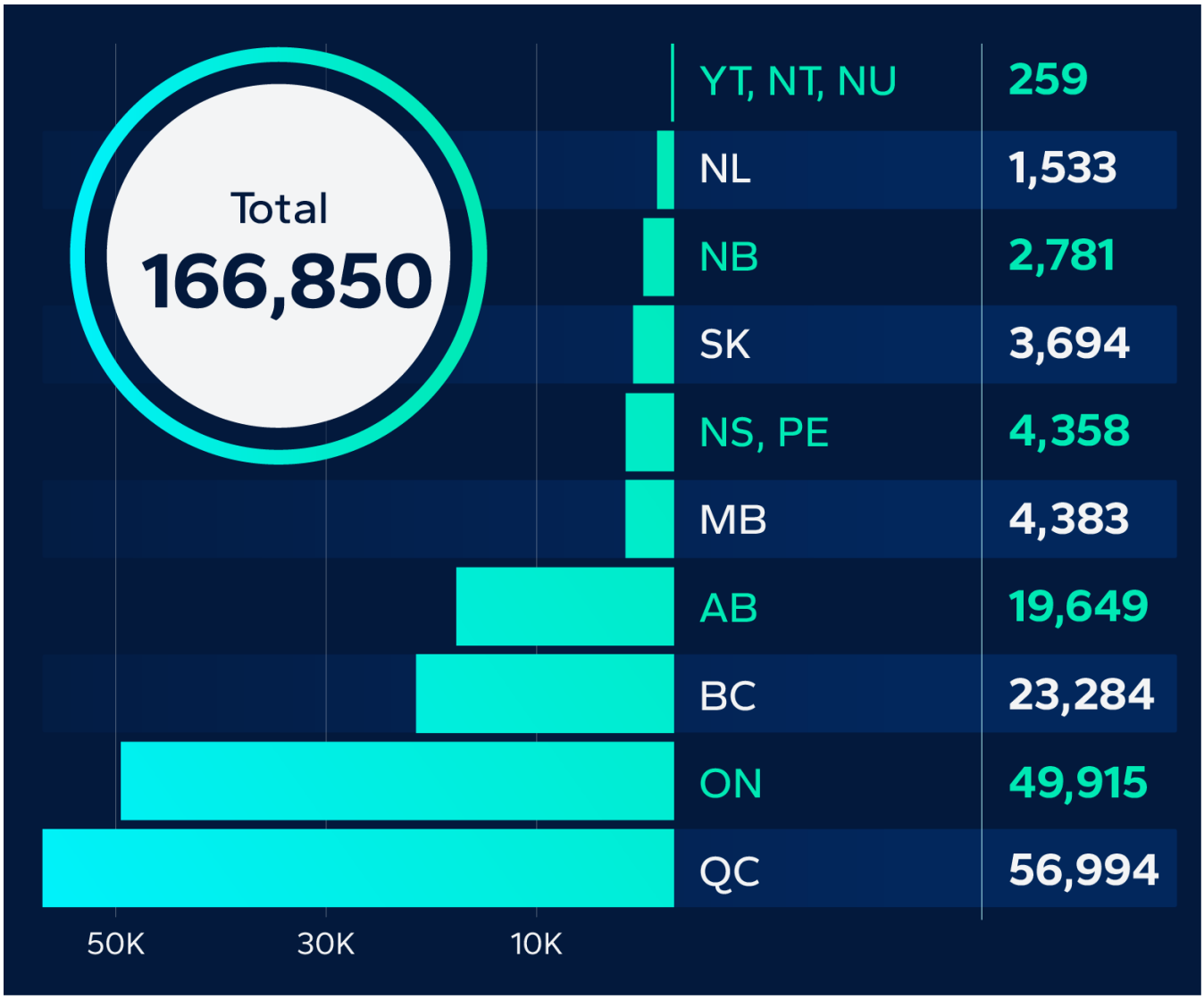


Residents in Canada can add their numbers for free and verify whether a number is on the National DNCL by calling 1-866-580-DNCL (3625) or visiting the ***National DNCL Website****.*

Number Registration by Province and Territory in 2025-2026

Canadians across the country continue to register their numbers with the National DNCL operator. However, the yearly volume of numbers registered is decreasing because many Canadians have already permanently registered their number(s) with the National DNCL operator. Most additions to the list are newly assigned numbers.

In 2025-2026, Canadians registered a total of 166,850 numbers. The volume of numbers registered corresponds with the population density by province and territory.



Notes:

Nova Scotia and Prince Edward Island: The data for these regions is aggregated because they share the same area code.

Yukon, Nunavut, and Northwest Territories:

The data for these regions is aggregated because they share the same area code. These locations also include non-geographic area codes (e.g., mobile satellite phones).

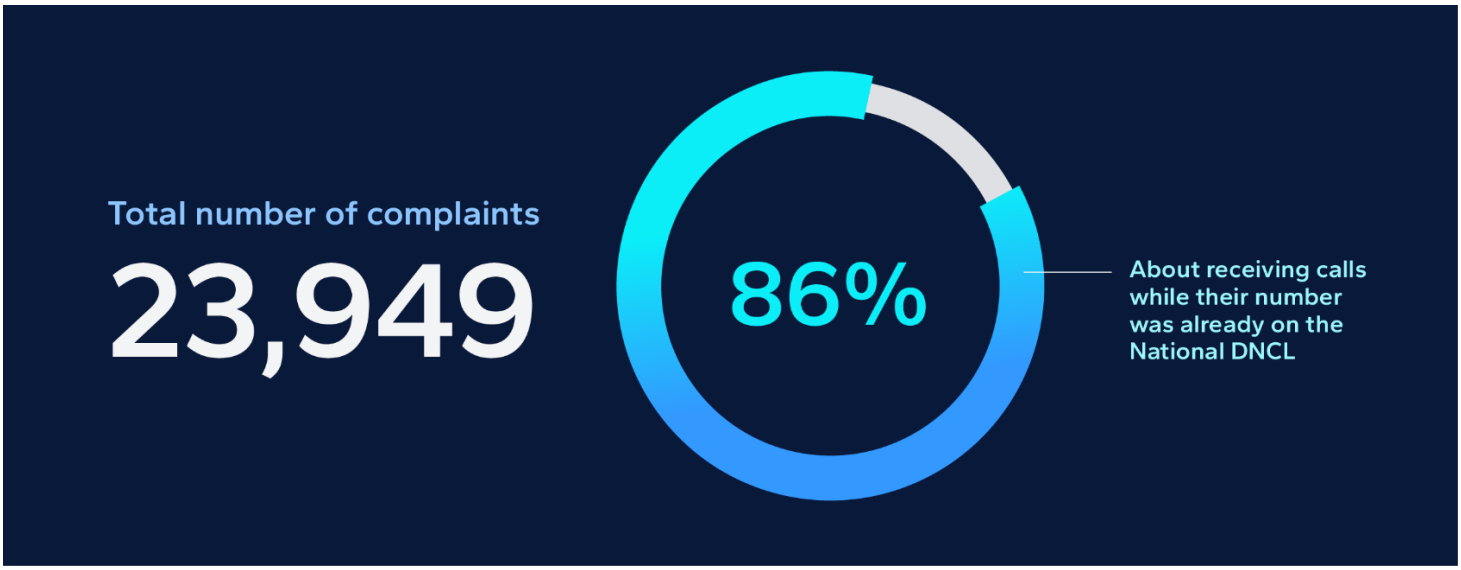
Complaints in 2025-2026

Complaints from Canadians play an essential role in investigations of non-compliance. It is important for Canadians to file their complaints with the National DNCL operator.

In 2025-2026, Canadians filed 23,949 complaints with the National DNCL operator; about 86% of these complaints were about receiving calls while their number was already on the National DNCL.

Canadians can file a complaint by calling 1-866-580-DNCL (3625) or visiting the National DNCL website. **Filing a complaint can be simple. All that is needed is:**

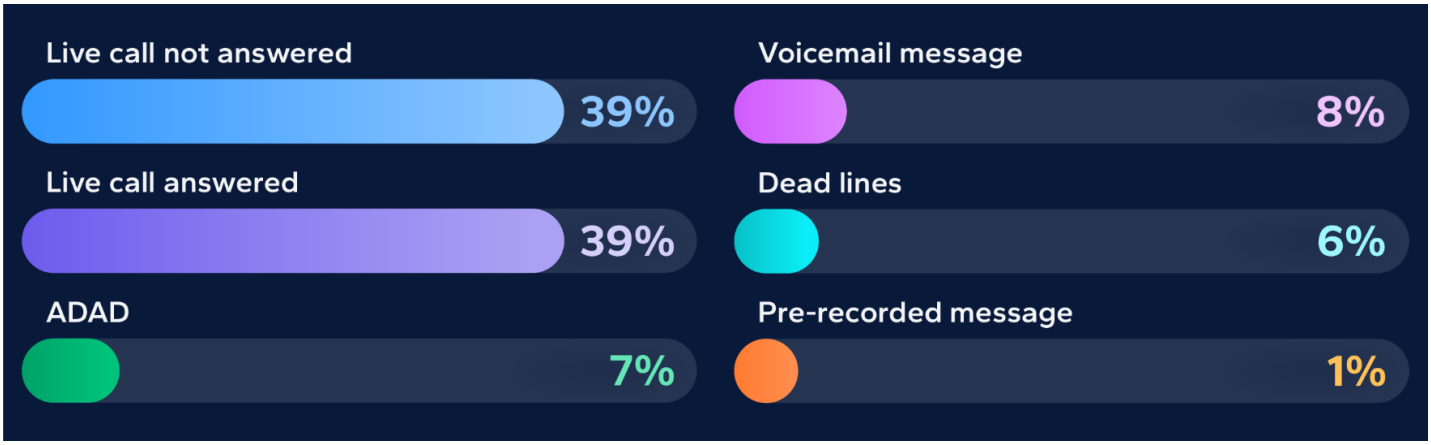
1. The phone number on which the call was received;
2. The name or phone number of the telemarketer; and
3. The date the call was received.



Common Complaints

In 2025-2026, the most common complaints made to the National DNCL operator were about:

- Calls from suspected telemarketers but the call was not answered (39%);
- Live calls from suspected telemarketers (39%);
- An ADAD (7%);
- Telemarketers leaving a voicemail message (8%);
- Dead lines (i.e. cases where a predictive dialer was used or there was no caller on the line) (6%); and
- Pre-recorded messages to hold for a live caller or about a fax sound (1%).



Complaints by Province and Territory in 2025-2026

As noted above, Canadians filed 23,949 complaints with the National DNCL operator in 2025-2026. The volume of complaints submitted corresponds with population size by province and territory.

1 - YT, NT, NU	**25**
2 - BC	**3,175**
3 - AB	**2,418**
4 - SK	**394**
5 - MB	**778**
6 - ON	**7,981**
7 - QC	**8,167**
8 - NB	**268**
9 - NL	**84**
10 - NS, PE	**659**



Notes:

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Telemarketer Registrations and Subscriptions

All telemarketers operating in Canada must register with the National DNCL operator. There is no charge for registration.

Telemarketers making or sending faxes that are exempt from the National DNCL do not have to purchase a subscription to the National DNCL. Otherwise, telemarketers typically need to purchase a subscription for the area codes where they intend to call. Fees are based on the subscription model of the telemarketers' choice.

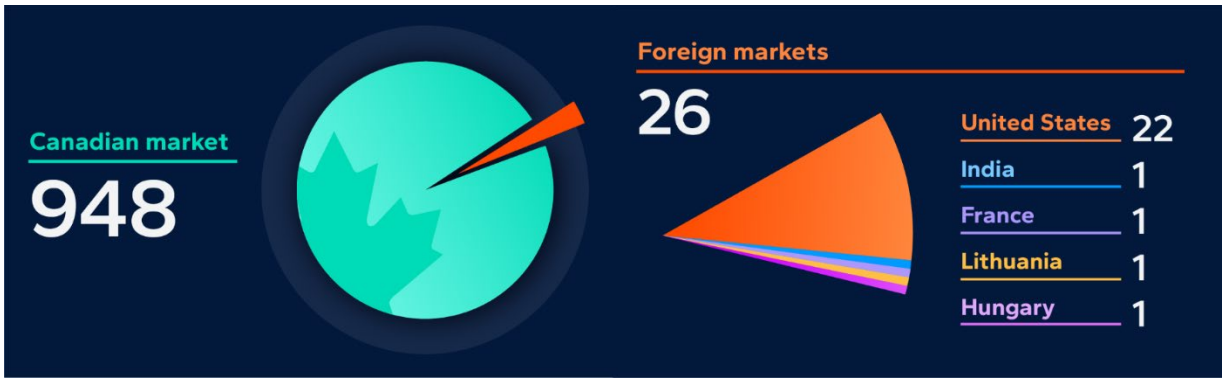
The telemarketer must consult the National DNCL to ensure that the listed numbers are excluded from their call lists.

Telemarketer registrations and subscriptions in 2025-2026

974 telemarketers registered with the National DNCL operator. Of those 974 telemarketers that registered, 113 organizations purchased National DNCL subscriptions.



948 were from the Canadian market and 26 were from foreign markets, including 22 from the United States, 1 from India, 1 from France, 1 from Lithuania and 1 from Hungary.


Canadian market
948
Foreign markets
26
United States 22
India 1
France 1
Lithuania 1
Hungary 1



Taking Action to Help Promote Compliance

The CRTC may investigate and take action against a person or organization that breaks the Rules. According to the Rules, all telemarketers must:

- identify themselves and, upon request, provide a telephone number where the consumer can speak to someone about the telemarketing call;
- display the telephone number that they are calling from so that the consumer can call to reach them; and
- only call or send faxes between 9:00 a.m. and 9:30 p.m. on weekdays, and between 10:00 a.m. and 6:00 p.m. on weekends.

Telemarketers must also comply with the ADAD Rules. ADADs are devices that dial telephone numbers automatically. They can also deliver a pre-recorded message.

When it comes to enforcing the Rules, one of the CRTC's main goals is helping ensure compliance. Once the CRTC has concluded an investigation into cases of alleged non-compliance, it uses Enforcement actions to appropriately respond to each case.

These actions include:

- warning letters for minor compliance issues;
- citations that outline the alleged violations and provide the opportunity to respond to the citation;
- notices of violation (NoV), which are formal enforcement measures set out in section 72.07 of the Act; and
- negotiated settlements that are formal agreements between individuals or businesses and the CRTC. These settlements typically require the individual or business to admit liability, stop violating the Rules, accept a NoV, and develop a compliance program.

Violations can result in administrative monetary penalties (AMPs) of up to $1,500 per violation for individuals and up to $15,000 per violation for businesses.

Investigations and Administrative Monetary Penalties

Since 2008, a total of $17,696,234 in AMPs have been issued.

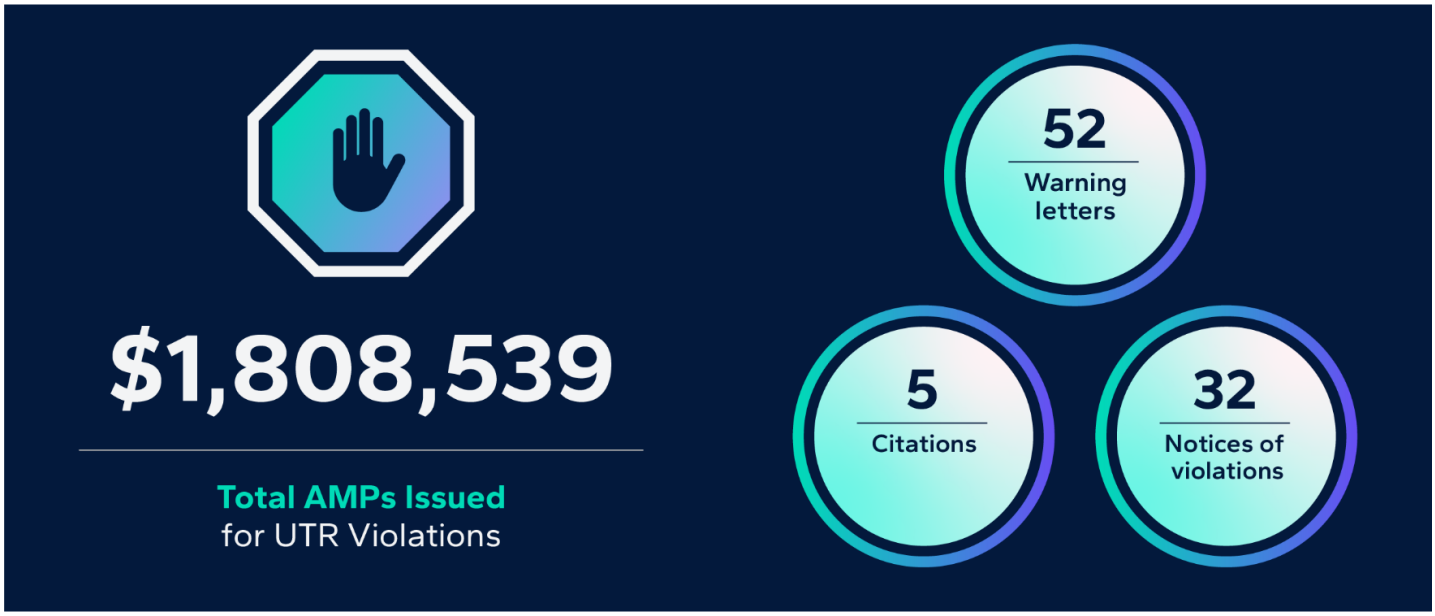
Between April 1, 2025, and March 31, 2026, CRTC investigations resulted in a total of $1,808,539 in AMPs.

2025-2026 Enforcement and Compliance Highlights

The CRTC issued 52 warning letters, 5 citations, and 32 NoVs.

In terms of negotiated settlements, all companies that the CRTC brought into compliance with the Rules also implemented compliance practices within their businesses.

Details on all the CRTC's actions can be found on the CRTC website at Enforcement actions.



Helping Protect Voters

The CRTC is responsible for establishing and managing the VCR.

Political candidates, parties, and their supporters must follow the rules that fall under the VCR during an election campaign. This requirement helps protect Canadians from misleading telephone calls and ensures transparent contact with voters during federal elections. During elections, the CRTC is prepared to handle registrations, complaints, and to investigate potential violations.

The CRTC's tools to ensure compliance with the VCR include warning letters, citations, and NoVs with AMPs of up to $1,500 per violation for individuals and up to $15,000 per violation for organizations. All VCR enforcement actions are posted on the CRTC website at VCR Enforcement Actions.

In 2025-2026, the CRTC ensured the VCR was operational for the 45th General Election, as well as the federal by-elections in the ridings of Scarborough Southwest (ON), University–Rosedale (ON), Terrebonne (QC) and Battle River-Crowfoot (AB). In 2025-2026, the CRTC issued 8 citations and 66 warning letters in association with these events.



Safe and Secure Communications

The CRTC's goal is to support a safe and secure communications system that Canadians can trust. To do so, the CRTC provides education and outreach, works with partners and examines ways to implement effective regulatory policies to respond to constantly evolving conditions.

Partnership and Outreach

Educating Telemarketers and Working with Stakeholders

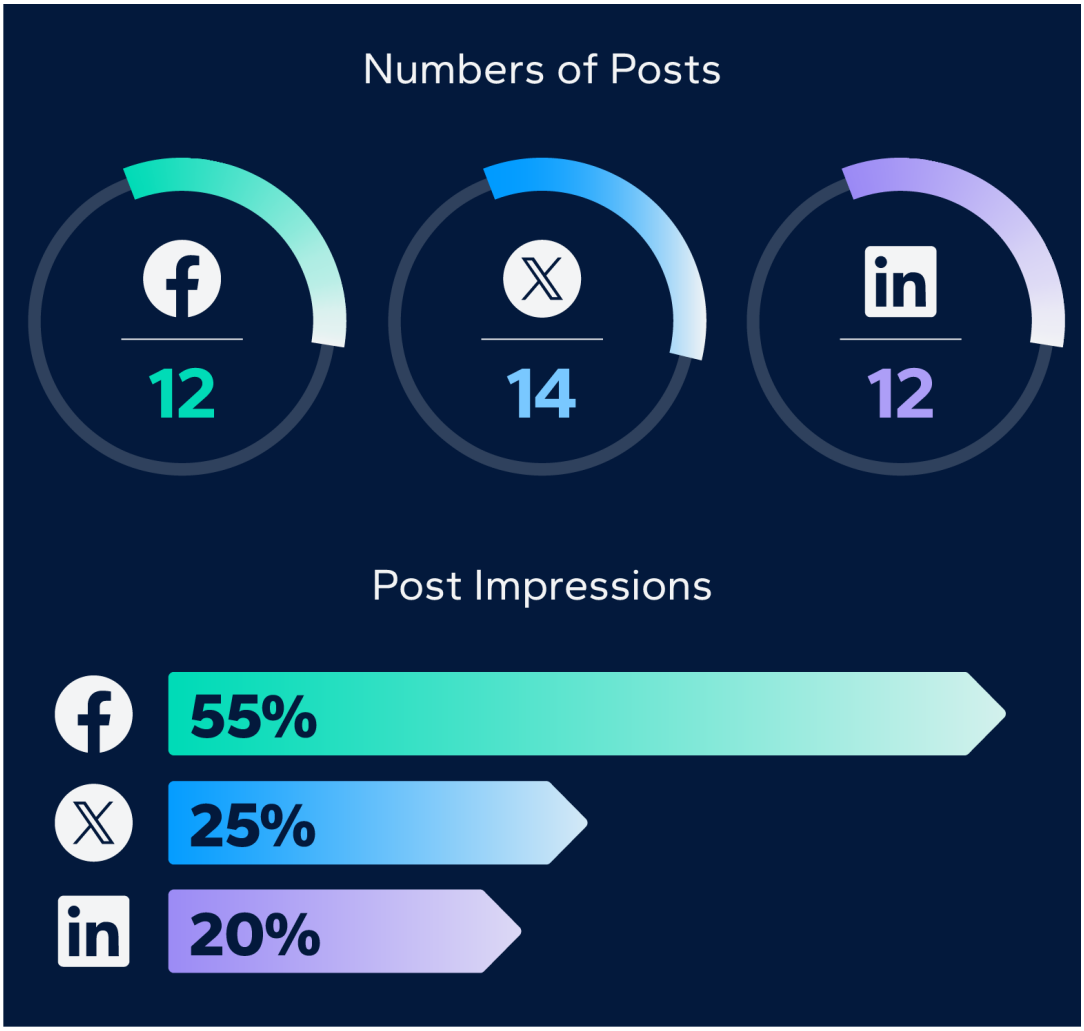
To help telemarketers and clients of telemarketers comply with the Rules, the CRTC hosted several compliance outreach sessions for industry representatives across Canada.

The CRTC also developed guidance material for specific industries. These tools help individuals, companies and organizations understand how to comply with the Rules.

Bringing the Message to Canadians

In 2025-2026, the CRTC:

- continued to use X, Facebook, and LinkedIn to inform and educate Canadians and telemarketers about issues related to telemarketing;
- used X, Facebook, and LinkedIn on a regular basis to remind Canadians of their rights related to the DNCL and remind businesses of their duty to comply; and
- used X and Facebook to remind Canadians how to report complaints.



International and Domestic Cooperation

The CRTC continually works on building strong partnerships with industry, as well as domestic, and international enforcement agencies. These partnerships help the CRTC be more effective in promoting compliance with the Rules.

Presently, the CRTC works with members from over 26 countries to fulfill its mandate, to promote international cooperation, and to address problems relating to compliance and enforcement.

Within Canada, the CRTC has established information sharing partnerships with the Competition Bureau, the Office of the Privacy Commissioner of Canada, and the Consumer Protection Authority of British Columbia. Outside of Canada, the CRTC has established such partnerships with the United States' Federal Trade Commission and the Federal Communications Commission; the UK's Information Commissioner's Office; Japan's Ministry of Internal Affairs and Communications; the Australian Communications and Media Authority and the Australian Federal Police; New Zealand's Department of Internal Affairs; and Ireland's Commission for Communications Regulation.

