



DMA advice:
Contact centres
and the regulators
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Introduction

UK contact centres need to be aware of and compliant with laws, regulations and best practice guidance.

These rules can come variously from statutory regulators, government departments, trade bodies and third sector organisations.

Most of the rules are based around the business sector the contact centre works in and the products and services it is sells and supports.

However, three bodies stand out of being of particular interest and relevance to nearly all UK contact centres:

- The Information Commissioner's Office (the ICO)
- Ofcom
- Payment Cards Industry Security Standards Council ('PCI')

There is plenty of guidance available from the regulatory organisations themselves and from trade bodies like the DMA.

However, currently none of the three provide guidance specifically for the contact centre community. In this very brief guide we have summarised the status and roles of the 'big three' - the ICO, Ofcom and PCI.

Selection of UK regulatory and guidance bodies*

Statutory, Non-Statutory, Trade and Advisory



*Excluding pharmaceuticals, healthcare and legal

ICO (Information Commissioner's Office)

ICO's role

Scope

UK's independent regulator body to uphold information rights, across business sectors, public and private.

Statutory?

Yes. Independent, reports directly to Parliament and sponsored by the Department for Digital, Culture, Media & Sport (DCMS).

Funding

A new structure is being launched with annual personal data controller fees of £40, £60 or £2,900, dependent on size, with some exceptions.

Key legislation

- Data Protection Act 2018
- Freedom of Information Act 2000
- Privacy and Electronic Communications (EC Directive) Regulations 2003
- Environmental Information Regulations 2004
- eIDAS Regulation
- Network Information Systems Regulations 2018



Ofcom (The Office of Communications)

Ofcom's role

Scope

UK communications regulator, with responsibilities across TV, radio, on demand, post, telecoms and wireless.

Statutory?

Yes. Independent but accountable to Parliament.

Funding

Fees from industry (broadcasting & communications networks) and Government grants.

Key legislation

- Communications Act 2003
- Wireless Telegraphy Act 2006
- Broadcasting Acts 1990 & 1996
- Digital Economy Acts 2010 and 2017
- Postal Services Act 2011





PCI (Payment Card Industry Data Security Standard

PCI's role

Scope

Global security standards for all organisations that accept, process, store or transmit credit card information maintain a secure environment.

Statutory?

No. Compliance with PCI DSS standards is enforced by five payment card brands: Visa, MasterCard, American Express, JCB and Discover.

Funding

Self-funded.

Key legislation

- No legislation, instead produces the PCI Security Standards
- Guidelines on Securing Telephone-based Payment Card
- Data, which will specifically address contact centres, are due to be released in late 2018





Conclusion

As discussed, every contact centre's operations will be impacted by both sector-specific environmental rules and regulations and those that apply to all businesses and contact centres.

Contact centres are frequently the part of the organisation that both touches the most consumers and is required to handle and interpret multiple business systems and policies.

Therefore, the team responsible for the contact centre operation needs to have a confident understanding of the regulatory restrictions and expectations on their work.

There are no 'short cuts' to this, but sector and contact centre peers, trade bodies and the regulators themselves are all potential points of useful guidance.

About the DMA

A DMA membership will grow your business. Our network of more than 1,000 UK companies is privy to research, free legal advice, political lobbying and industry guidance. Our members connect at regular events that inspire creativity, innovation, responsible marketing and more. Most of them are free.

A DMA membership is a badge of accreditation. We give the industry best-practice guidelines, legal updates and a code that puts the customer at the heart. We represent a data-driven industry that's leading the business sector in creativity and innovation.

One-to-one-to-millions marketing attracts the brightest minds; individuals that will shape the future. By sharing our knowledge, together, we'll make it vibrant.

The DMA has a number of industry sector Councils, including the Contact Centre Council which is made up of sector experts who collaborate to identify and share best practice in their professional communities. If you are interested in hearing more about the work of the DMA's Contact Centre Council please contact ccc@dma.org.uk.

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