

Internet and E-Commerce

“Do Not Call Me” Registry – New Consumer Protection Regulations



On June 30, 2022, the Economy Committee of the Israeli parliament (the Knesset) approved the Consumer Protection Regulations (Database for Limiting Marketing Offers), 5782-2022 (the “**Regulations**”), which will allow consumers to register their phone numbers in the national “Do Not Call Me” registry (the “**Registry**”). The purpose of the Registry is to prevent businesses from contacting consumers who are not interested in receiving marketing offers via phone calls.

The Regulations were enacted following Amendment No. 61 to the Consumer Protection Law, 5741-1981 (the “**Law**”), which stated that the Consumer Protection Authority will operate a database that will include telephone numbers of consumers who wish to limit businesses from contacting them for marketing offers. The database was established pursuant to the success of similar registries in the U.S. The Regulations state that businesses will be required to examine, no more than 15 days prior to the date of the marketing offer, whether a consumer’s telephone number appears in the Registry. Failing to do so, will expose businesses to fines of tens of thousands of Shekels.

However, the Law includes several exceptions under which businesses would be allowed to contact a consumer whose number is registered in the Registry, such as: when a consumer requests to call him/her back; in the case of a marketing offer being made as part of an ongoing transaction involving the consumer; and if the consumer granted his/her express consent for such contact (such consent will remain valid for one year unless the consumer withdraws his/her consent earlier).

The Regulations will enter into force on January 1, 2023 and are expected to have a dramatic effect on the exposure faced by businesses in connection with making marketing offers by phone. It is therefore important for businesses that engage in telephone marketing to take appropriate steps to comply with the Regulations.

Please feel free to contact us with any questions that you may have on this matter.



Assaf Harel, Partner
assafh@gornitzky.com



Tom Alkalay, Partner
toma@gornitzky.com



Avital Haitovich, Associate
avitalh@gornitzky.com

This client update was prepared with the assistance of Joshua Braunold.