

WASPA not involved in DNC registry

Denying unfounded rumours that the Wireless Application Service Providers' Association of South Africa ([WASPA](#)) is seeking to be given responsibility for running the 'do not contact' (DNC) database that is to be set up in terms of the Consumer Protection Act, chairman [Leon Perlman](#) states the association is not tendering or planning to tender for the contract.

He added that the DNC, a registry of people who do not want to receive unsolicited sales and marketing material, does not fit in with the association's mandate or competencies. The organisation exists solely as self-regulatory and lobbying body that promotes ethical behaviour in the industry and seeks to promote the growth of the WASP sector.

WASPA guides best practice among its members through its Code of Conduct, which outlines rules for unsolicited communication with consumers. The organisation strongly believes that mobile marketing should be opt-in only and encourages its members not to send unsolicited communications to consumers, he concluded.

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