

SIXTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
First Regular Session)



Senate
Office of the Secretary

13 SEP 17 P3:58

SENATE
S. No. 1703

RECEIVED BY: *ji*

Introduced by Senator Miriam Defensor Santiago

EXPLANATORY NOTE

The Constitution, Article 16, Section 9, provides:

The State shall protect consumers from trade malpractices and from substandard or hazardous products.

Telemarketing is a recent innovation. Telemarketing means a plan, program, or campaign, which is conducted to induce purchase of goods or services by significant use of telephones. It differs from other sales activities in that it can be carried out by sellers without direct contact.

Due to its unique character, many consumers are victimized by several forms of telemarketing deception and abuse. Thus, Congress should enact legislation that will offer consumers necessary protection from telemarketing deception (including fraud) and abuse.

The purpose of this bill is to strengthen the authority of the Department of Trade and Industry regarding fraud committed in connection with sales made with a telephone.*

Miriam Defensor Santiago
MIRIAM DEFENSOR SANTIAGO

* This bill was originally filed during the Fourteenth Congress, First Regular Session.

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1 AN ACT
2 EMPOWERING THE DEPARTMENT OF TRADE AND INDUSTRY TO REGULATE
3 ABUSIVE TELEMARKETING ACTIVITIES

4 *Be it enacted by the Senate and the House of Representatives of the Philippines in
Congress assembled:*

5 SECTION 1. *Short Title.* - This Act shall be known as the "Consumer Protection
6 Telemarketing Act."

7 SECTION 2. *Definition.* - For purposes of this Act, the term "telemarketing" means a
8 plan, program, or campaign which is conducted to induce purchases of goods or services by
9 significant use of one (1) or more telephones. The term does not include the solicitation of sales
10 through the mailing of a catalog which -

11 (A) contains a written description or illustration of the goods or services offered for
12 sale;

13 (B) includes the business address of the seller;

14 (C) includes multiple pages of written material or illustrations; and

15 (D) has been issued not less frequently than once a year, where the person making the
16 solicitation does not solicit customers by telephone but only receives calls initiated by customers
17 in response to the catalog and during those calls takes orders only without further solicitation.

18 SECTION 3. *Telemarketing Rule.* -

19 (A) IN GENERAL -

1 (1) The Department of Trade and Industry shall prescribe rules prohibiting
2 deceptive (including fraudulent) marketing activities and other abusive
3 telemarketing activities.

4 (2) The Department shall include in such rules respecting deceptive
5 telemarketing activities -

6 (a) a definition of deceptive telemarketing activities; and

7 (b) criteria that are symptomatic of deceptive telemarketing as
8 distinguished from ordinary telemarketing business practices.

9 (3) The Department shall include in such rules respecting other abusive
10 telemarketing activities a requirement that telemarketers may not undertake a
11 pattern of unsolicited telephone calls which the reasonable consumer would
12 consider coercive or abusive of such consumer's right to privacy. In prescribing
13 the rules described in this paragraph, the Department shall consider -

14 (a) including a requirement that goods or services offered by telemarketing
15 be shipped or provided within a specified period and that if the goods or
16 services are not shipped or provided within such period, a refund be
17 required, and

18 (b) including, where practicable, authority for a person who orders a good
19 or service through telemarketing to cancel the order within a specified
20 period.

21 (B) RULE-MAKING - The Secretary of Trade and Industry shall promulgate the
22 rules under section (A) (1) within ninety (90) days after the date of enactment of this Act.

23 SECTION 4. *Action by Private Persons.* - Any person adversely affected by any pattern
24 or practice of telemarketing which violates any rule of the Department under section (3) or an
25 unauthorized person acting on such person's behalf may, within three (3) years after discovery
26 of the violation, bring a civil action against a person who has engaged or is engaging in such
27 pattern or practice of telemarketing. Such an action may be brought to enjoin such telemarketing,

1 to enforce compliance with any rule of the Department under section 3, to obtain damages, or to
2 obtain such further and other relief as the court may deem appropriate.

3 SECTION 5. *Separability Clause.* - If any provision or part thereof is held invalid or
4 unconstitutional, the remainder of the law of the provision not otherwise affected shall remain
5 valid and subsisting.

6 SECTION 6. *Repealing Clause.* - Any law, presidential decree or issuance, executive
7 order, letter of instruction, administrative order, rule or regulation contrary to or inconsistent
8 with the provisions of this Act is hereby repealed, modified, or amended accordingly.

9 SECTION 7. *Effectivity Clause.* - This Act shall take effect fifteen (15) days after its
10 publication in at least two (2) newspapers of general circulation.

Approved,