

Code of Practice for Person-to-Person Marketing Calls

Our telemarketing staff will refer to the following guidelines when making marketing calls to our customers.

Hours of Calling

We will make person-to-person marketing calls between 9:00am and 10:00pm Hong Kong time, unless customer has advised that a call at another time would be more convenient and acceptable.

Identity and Purpose

The telephone number of the calling line will be displayed in our marketing calls;

At the commencement of a person-to-person marketing call, we will state our company name and purpose of the call;

Customers can make enquiries about our marketing calls by calling our 24-Hour service hotline 28802688.

Unsubscribe Request

Customers may make an unsubscribe request during the person-to-person marketing call or via our hotline 28802688. We will keep the list of unsubscribed telephone numbers and arrange to stop providing person-to-person marketing calls within 10 working days after the request is received.

Statistics of Complaints

We will keep a record of statistics of complaints in relation to person-to-person marketing calls, and provide statistics of complaints upon request by the relevant regulatory body.

Customers Travelling Overseas

SmarTone will not make person-to-person marketing calls to its customers when the customers are roaming.*

Use of Automated Dialing Equipment

When we use automated dialing equipment for making person-to-person marketing calls we will allow 15 seconds or four rings before disconnecting an unanswered call;

We will endeavour to connect the call to our telesales staff within two seconds after the call has been answered;

We will provide statistics of the automated dialing equipment deployed upon request from the relevant regulatory body.

* This does not apply when the customer forwards his/her mobile number to a non-SmarTone's telephone number.