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April 6, 2006

SECRETARIAT
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By Facsimile and Ordinary Mail

APR 07 2006

Ms. Diane Rhéaume
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

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Dear Ms. Rhéaume:

Proceeding to establish a national do not call list framework and to review the telemarketing rules, *Telecom Public Notice CRTC 2006-4*

This is in response to the Commission's letter of March 29, 2006 advising that the Investment Dealers Association of Canada (IDA) will not be scheduled to participate in the public consultation to be held on May 2 to 5, 2006. The Commission notes in its letter that "to make an oral presentation at the public consultation parties had to file comments on the questions and/or issues raised in the Public Notice, as set out in paragraph 54, serving a copy on all other parties, by March 27, 2006." Paragraph 54 of the Public Notice invites parties to comment on the questions and/or issues raised in sections II and III of the Public Notice.

The IDA's comments dated March 27, 2006 did, in fact, specifically address issues and/or questions raised in section II of the Public Notice. In particular, the IDA's comments address the continuing requirement to maintain internal Do Not Call lists and the rules that should apply to the maintenance of such internal lists. This issue was raised explicitly in paragraph 43 of section II of the Public Notice. The IDA's comments also relate to the question raised by the Commission in paragraph 47 (iii) of section II of the Public Notice; namely, "what, if any, other telemarketing rules are necessary and appropriate". Finally, the IDA's comments address a number of issues necessarily and directly related to the requirement to maintain internal Do Not Call lists. As such, the IDA's comments clearly address "issues arising from [the] matters raised" in section II, in accordance with paragraph 49 of the Public Notice.

As the Commission noted in paragraph 43 of the Public Notice, "under the amended Act, persons exempt from the DNCL rules will be required to maintain their own do not call lists." Failure to comply with an internal Do Not Call list would constitute a violation of

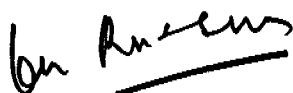
the Act and could subject violators to the meaningful administrative monetary penalties provided for in the amended Act.

In view of that, Canadian businesses, including the IDA's members, that are required to maintain their own Do Not Call lists must, as a matter of fairness, be afforded the opportunity to participate in any public consultation relating to the rules that will apply to the maintenance of such lists as well as the enforcement and penalties associated with such rules. IDA members also have a direct interest, as expressed in our comments filed on March 27, in the rules for and assessment of any fees for the support of the Do Not Call system in Canada.

There is no requirement under the Commission's procedures for a party to address every issue in a Public Notice. It is well understood that parties will address the issues of greatest relevance to them.

Accordingly, the IDA has complied with the procedures set out in the Public Notice. The IDA notes that it has not yet determined whether it will appear at the public consultation and, if so, whether it would do so with other financial sector parties. However, in accordance with the Public Notice, the IDA reserves its right to participate in the consultation on May 2 to 5, 2006 and requests that the Commission clarify as soon as possible that the IDA is permitted to participate.

Yours very truly,

A handwritten signature in black ink, appearing to read "Ian Russell", with a horizontal line underneath the name.

Ian Russell
President & CEO
IDA – Industry Association

cc. Allan Rosenzweig, General Counsel (Telecom)