

**Question for written answer E-001963/2025
to the Commission**

Rule 144

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Subject: The phenomenon of telemarketing in Italy

Italy has been dogged in recent months by a state of affairs causing discomfort to millions of citizens: ceaseless calls from robots and call centres. This continues to happen despite the fact that many Italian citizens are on the ‘do not call’ register, with an average of two calls per day from call centres¹.

The problem in this case is that the register is ineffective because the calls come from jurisdictions outside Italian law.

At European level, this issue could have been regulated in the reform of the ePrivacy Directive, which, in Article 16, governs ‘unsolicited marketing’. Although published in 2017 it has yet to see the light of day.

Can the Commission therefore say:

1. Whether it is aware of the spread of this phenomenon in Italy?
2. Whether it considers these practices to be compatible with the European legal framework on privacy and direct marketing?
3. Given the deadlock on the proposed ePrivacy Directive, what measures, legislative or otherwise, does it intend to take to protect European consumers from such aggressive forms of marketing?

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¹ <https://www.panorama.it/attualita/cronaca/milioni-di-italiani-sono-molestati-dai-call-center-ma-la-legge-non-li-protegge>.