

**Question for written answer E-005027/2025  
to the Commission**

Rule 144

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Subject: Telephone cold calling

Today, the rules governing telephone cold calling vary from one Member State to another. Some countries have introduced an opt-out model, meaning lists on which individuals can register in order to avoid being disturbed by commercial calls, although the obligation to comply with these lists applies only to companies established in that same country.

However, a significant share of nuisance calls originates from another EU country, and frequently from a country outside the EU. As a result, such calls fall outside the scope of national legislation, thereby limiting their effectiveness. To reduce the disruptive effects of these practices, some countries, such as the Netherlands – soon to be joined by France – have decided to adopt an opt-in model, under which all solicitation is prohibited unless the consumer has given consent.

Based on this observation:

1. Since the rules are not sufficient to prevent calls from abroad, does the Commission intend to propose an action plan? If so, what measures could be envisaged in this regard?
2. How does the Commission assess the effectiveness of the General Data Protection Regulation in protecting citizens against abusive telephone marketing?

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