



Circular No. 3/2024 – Reporting Violations of Telemarketing Regulations

Dear Members of the Public,

As part of its ongoing efforts to enforce compliance with the provisions of Cabinet Resolution No. 56 of 2024 on telemarketing regulations, and to detect and address violations, the Securities and Commodities Authority (SCA) urges individuals receiving phone calls promoting securities and commodities trading services in the UAE to report calls that breach the applicable regulations via the following link: <https://www.sca.gov.ae/ar/services/services-catalogue/reporting-capital-market-violation.aspx>.

Reports may be submitted in cases where phone calls breach any of the provisions outlined in the resolution, including the following:

1. Promoting SCA-regulated services and products via phone calls without prior approval.
2. Applying undue pressure using marketing tactics to persuade individuals to accept the marketed product or service.
3. Engaging in misleading or deceptive practices in the promotion of products or services.
4. Making promotional calls during restricted hours (9:00 a.m. – 6:00 p.m.).
5. Repeating calls after the recipient has declined the product or service.
6. Repeating calls following an unanswered or rejected attempt—more than once a day and twice a week.
7. Proceeding with marketing or promotional content without obtaining consent from the recipient.



8. Failure to call using local phone numbers issued by a licensed UAE telecom provider and registered under the commercial license of the company placing the call.
9. Making calls from phone numbers that are not registered or owned by the company initiating the call.
10. Calling individuals whose numbers are listed in the Do Not Call Registry (DNCR).
11. Disclosing and using personal data for reprocessing purposes by companies wishing to market their products or services to individuals through phone calls.
12. Failing to inform the recipient that the call is being recorded.
13. Failing to identify the company and the purpose of the call at the start of the conversation.
14. Violating any other requirements set forth by the SCA.

The SCA strongly encourages the public to verify the licensing status of companies offering securities and commodities trading services by phone through its official website.

For more information, please contact the SCA at:

- Telephone: 800 722823.
- Email: contactus@sca.ae.

Sincerely yours,