



Telecom Decision CRTC 2010-368

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Ottawa, 10 June 2010

2158519 Ontario Inc. (carrying on business as Lifetime Best Buy Windows and Doors) – Violations of the Unsolicited Telecommunications Rules

File numbers: PDR 9174-78 and PDR 9174-768

In this decision, the Commission imposes an administrative monetary penalty of \$3,000 on 2158519 Ontario Inc. (carrying on business as Lifetime Best Buy Windows and Doors) for a telemarketing telecommunication initiated on its behalf to a consumer whose telecommunications number was registered on the National Do Not Call List.

1. Between 30 September 2008 and 30 November 2009, the Commission received numerous complaints in relation to telemarketing calls made by 2158519 Ontario Inc. (carrying on business as Lifetime Best Buy Windows and Doors) [Lifetime].
2. On 14 January 2010, a notice of violation was issued to Lifetime pursuant to section 72.07 of the *Telecommunications Act* (the Act). The notice informed Lifetime that a telemarketing telecommunication had been made on its behalf to a consumer whose telecommunications number was registered on the National Do Not Call List (DNCL), in violation of Part II, section 4¹ of the Commission's Unsolicited Telecommunications Rules (the Rules).
3. Lifetime was given until 14 February 2010 to pay the administrative monetary penalty (AMP) of \$3,000 set out in the notice of violation or to make representations to the Commission regarding the violation.
4. The Commission notes that Lifetime neither paid the AMP specified in the notice of violation nor made representations in accordance with the notice. Accordingly, pursuant to subsection 72.08(3) of the Act, Lifetime is deemed to have committed the violation outlined in the notice of violation dated 14 January 2010.
5. In the circumstances of this case, the Commission considers that a penalty of \$3,000 for the violation of Part II, section 4 of the Rules is appropriate. The Commission therefore imposes an AMP of \$3,000 on Lifetime.

¹ Part II, section 4 of the [Unsolicited Telecommunications Rules](#) states that a telemarketer shall not initiate, and a client of a telemarketer shall make all reasonable efforts to ensure that the telemarketer does not initiate, a telemarketing telecommunication to a consumer's telecommunications number that is on the National DNCL, unless express consent has been provided by such consumer to be contacted via a telemarketing telecommunication by that telemarketer or the client of that telemarketer.

6. The Commission hereby notifies Lifetime of its right to apply to the Commission to review and rescind or vary this decision under section 62 of the Act and to appeal this decision to the Federal Court of Appeal under section 64 of the Act. Any review and vary application under section 62 must be made within 30 days of the date of this decision and the Commission will place all related documentation on its website to allow public participation in accordance with Part VII of the *CRTC Telecommunications Rules of Procedure*. An appeal from this decision may be brought in the Federal Court of Appeal with the leave of that Court. Leave to appeal must be applied for within 30 days of the date of this decision or within such further time as a judge of the Court grants in exceptional circumstances.
7. The amount of \$3,000 is due by **12 July 2010** and is to be paid in accordance with the instructions contained in the notice of violation. For any amount owing that is not paid by **12 July 2010**, interest calculated and compounded monthly at the average bank rate plus three percent will be payable on that amount and will accrue during the period beginning on the due date and ending on the day before the date on which payment is received.
8. If payment of the debt has not been received within 30 days of the date of this decision, the Commission intends to take measures to collect the amount owing, which may include certifying the unpaid amount and registering the certificate with the Federal Court.

Secretary General