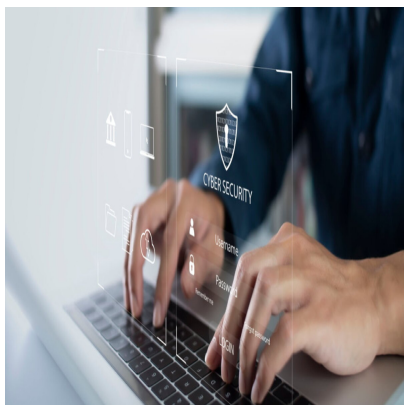




Do Not Call Registry: Build a 21-Day Marketing Check

Description

Before sending telemarketing to Singapore numbers, a business should classify the message, document any clear consent or applicable exception, and otherwise check the DNC Registry. Current online business rules state that results are valid for up to 21 days, so the send date belongs in the compliance file.

A Singapore SME sending promotional calls or messages to individual telephone numbers faces a narrower question than the headline suggests: decide whether a campaign needs DNC checking and create a valid evidence file before launch. The table separates the branches that change the answer before the practical checks and worked example.

Choose the branch before acting

Situation	Practical next step
Promotes goods, services, land or opportunities	Treat it as marketing and run the DNC decision
Clear unambiguous consent in accessible form	Preserve the consent text, number, date, scope and withdrawal status
Service or transaction message	Keep the content limited to the service purpose; promotion can change classification
B2B message to a business	Record why the target and content are genuinely business-to-business

Classify the message before checking numbers

PDPC describes covered telemarketing as messages that offer or promote goods or services, suppliers, land, business or investment opportunities. The rule can apply when an organisation sends, causes or authorises the message, so outsourcing delivery does not outsource accountability. [PDPC](#)

[DNC Registry business rules.](#)

An organisation need not check the registry when it has clear and unambiguous consent to send marketing to that Singapore number. The evidence should show the wording, channel, date, number, purpose and any withdrawal. A pre-ticked box or broad privacy notice may not answer those questions. [PDPC DNC Registry business rules.](#)

Use the registry result within its validity

PDPC maintains No Voice Call, No Text Message and No Fax Message registers. Submitted eight-digit numbers are checked across all three. The chosen campaign channel still needs to respect the corresponding result and the message's actual content. [PDPC DNC Registry business rules.](#)

Small Number Lookup accepts up to ten numbers and returns results immediately. Bulk Filtering uses a one-column CSV and can take up to 24 hours. The current online rules state that results are valid for up to 21 days; after that, check again before continuing telemarketing. [PDPC DNC Registry business rules](#)

Build identification and opt-out controls

Marketing texts or faxes should clearly identify the organisation and provide contact details. Voice callers must not conceal caller identity. These duties are separate from checking whether the number appears on a register, so a "not listed" result is not the whole compliance test. [PDPC DNC rules for business.](#)

Provide an opt-out through the same medium and stop marketing within 21 days of the request. Maintain a suppression list that campaign teams and vendors use before every send. Deleting the person from one spreadsheet is unreliable when copies exist elsewhere. [PDPC DNC rules for business.](#)

Control agencies and list handoffs

An ongoing relationship can support limited relevant messages, but a series of one-off transactions is not automatically an ongoing relationship. Service reminders, market research and genuine B2B messages may be treated differently; mixed promotional content can undermine the exception. [PDPC DNC rules for business.](#)

For an agency, record the organisation on whose behalf the check is performed, the source list, result timestamp, expiry, campaign channel and final suppression step. PDPC does not endorse third-party checkers, and liability can remain with the party providing incorrect information. [PDPC DNC rules for business.](#)

Put the numbers or sequence to work

An SME plans an SMS campaign for 5,000 consumer numbers on 30 August. It bulk-checks the list on 5 August, but that result is outside the stated 21-day window by launch. The team refreshes the check

near the send date, removes opt-outs and retains the filtered file, consent exceptions and campaign copy together.

The example is a planning model, not a quoted price, official calculator result, medical instruction or promised outcome. Replace its assumptions with the issued notice, live service, signed contract, current timetable or professional advice that controls the real decision.

Before you commit

1. Classify promotional versus service purpose
2. Document consent or exception
3. Choose the correct DNC account
4. Check all campaign numbers
5. Record result expiry against send date
6. Apply the opt-out suppression list
7. Archive copy, result and approver

A useful working note combines **a campaign-date versus 21-day result-validity calculation** with a **message-classification and evidence matrix covering consent, service and B2B routes**. Enter only details that can be tied to a current document or live record.

Missteps that change the answer

- Treating an agency as the liable party
- Using a result after its validity
- Hiding caller identity
- Adding promotion to a service message
- Keeping opt-outs in only one system

If one of these conditions appears, pause before payment, submission, travel or implementation and reconcile it through the relevant official service. Save the issued result or acknowledgement; a search snippet or forwarded screenshot cannot establish a current entitlement.

The decision to carry forward

Use the current official record to resolve decide whether a campaign needs DNC checking and create a valid evidence file before launch. Save the dated result and revisit it when the underlying rule, timetable, account or personal facts change.

Related next steps

Once this decision is settled, you may need to [map the annual-return deadline](#). The next adjacent check is to [review written employment terms](#).

Common questions

How long are current online DNC results valid?

PDPC's business rules state up to 21 days. [PDPC DNC Registry business rules](#).

Does consent remove every duty?

No. Keep consent evidence and honour later opt-outs and identification requirements. [PDPC DNC rules for business](#).

Can a vendor perform the check?

Yes, but responsibilities and evidence must be controlled; PDPC does not endorse third-party checkers. [PDPC DNC Registry business rules](#).

Rules, service details and schedules can change. Reopen the linked official page before acting when the date, eligibility, payment destination, safety instruction or live availability is decisive.

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