



RPO

Registro pubblico delle opposizioni

SERVICE FOR OPERATORS

DEFINITION OF OPERATOR

Any natural or legal person who, as data controller, intends to use any telephone number or postal address in public directories for telemarketing purposes.

PURPOSE OF PROCESSING

- Sending advertising material
- Direct sale
- Commercial communication
- Carrying out market research

CONTACT LISTS

- **Sent list format:** text file in .ZIP archive (digitally signed if sent via PEC - certified e-mail), containing the numbers to be verified.
- **Returned list format:** text file in .ZIP archive (digitally signed if sending via PEC), containing the submitted numbers with an indication for each number whether it is subscribed or not and (for the Telephone RPO only) the possible date of cancellation of consents.
- **Validity of the list:** 15 days for consulting the Telephone RPO and 30 days for consulting the Postal RPO.
- **List limits:** maximum of 5 lists per day, but in special cases it is possible to send up to 15 lists in a single day, for a total of 15,000,000 numbers.

SCOPE OF APPLICATION

- all national telephone numbers, whether published in telephone directories (called public or reserved) or not, including mobile phones.
- postal addresses in public telephone directories.

METHODS OF PROCESSING

- Telephone (with or without human operator)
- Paper mail

OBLIGATION TO CONSULT

Monthly verification and in any case before the start of each promotional campaign, pursuant to art. 1, par. 12, of Law no. 5/2018.

ACCESS TO THE SERVICE

- **Subscription**, known as "Submission of Application", by filling in the web form and sending the documentation.
- **Administrative handling of the application**, which is done via the Reserved area available on the Public opt-out registry website.
- The operator must be equipped with certain **tools necessary** to access the Reserved area on the website (SPID, CNS or digital certificate) or operate via PEC (digital signature).

www.registrodelleopposizioni.it



Ministry of
economic development

SERVICE MANAGER

