**NO COLD CALLING ZONES – INFORMATION**

**WHAT IS COLD CALLING?**

Cold calling is when an uninvited trade’s person calls at your home and tries to sell you a product or a service. Although some of the trade’s people are legitimate, some unfortunately are not, and they often prey on the elderly and people who are vulnerable. All too often a doorstep seller can be checking things out with a view to returning and carrying out a burglary.

**IS IT ON THE INCREASE?**

Local police forces have said that cold calling related crimes have taken an upturn and have increased significantly in the last few years.

**WHAT CAN RESIDENTS DO ABOUT IT?**

East Riding of Yorkshire Council in conjunction with the local police is helping residents to start NO COLD CALLING ZONES. The zones are FREE and easy to set up with help from the local Trading Standards Department, and have proven very successful in the past in helping to educate the public on the dangers of cold callers, and also giving them the confidence to say NO, if they are called upon.

# Useful Numbers

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| **Mailing Preference Service** | **Help stop unwanted post** | **0845 7034599** |
| **Telephone Preference Service** | **Help stop unwanted telephone calls** | **0845 0700707** |
| **Consumer Direct** | **Consumer advice** | **08454 040506** |
| **Humberside Fire Service** | **Free home safety checks and smoke alarms** | **01482 832900** |
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