

Minzifra on August 1 prepared a bill on the mandatory labeling of commercial calls. The rules should have entered into force on September 1, 2025, but their introduction was postponed to December 1.

It is reported by Kommersant with reference to the draft government decree. According to the document, the transfer of data on calls will be carried out on the basis of contractual relations. Companies will have to conclude agreements with communication operators so that their name or occupation will be displayed on the screen with an incoming call.

In the new version of the resolution, specific categories of calls are excluded, which could also be used for marking. This can make the system more flexible.

However, experts criticize this approach. Representatives of the IT industry believe that the implementation of the labeling of commercial calls through a single state platform, for example, GIS Antifrod, subordinate to Roskomnadzor, is more logical. This would avoid additional business costs.

Experts also believe that the introduction of the declared mechanism can lead to a decrease in the effectiveness of the call to subscribers, especially if the call is perceived as suspicious.