



Background

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The National Do Not Call Registry and the FTC's Telemarketing Sales Rule

Giving Consumers A Choice to Limit Telemarketing Calls

The National Do Not Call Registry gives consumers a choice about getting telemarketing calls at home. Consumers will be able to register online or by phone. Registration is free. Most telemarketers will be required to synchronize their call lists with the registry every three months. Enforcement begins October 1, 2003.

The Result of Years of Work and Many Public Comments

The Federal Trade Commission (FTC), the nation's consumer protection agency, manages the National Do Not Call Registry. Congress passed the Telemarketing and Consumer Fraud and Abuse Prevention Act in 1994; one year later, the FTC adopted the Telemarketing Sales Rule (TSR). The TSR prohibits deceptive and abusive telemarketing acts and practices, and protects consumers from late-night telemarketing calls. Under the TSR:

- Calling times are restricted to the hours between 8 a.m. and 9 p.m.
- Telemarketers must promptly tell you the identity of the seller or charitable organization and—before they make their pitch—that the call is a sales call or a charitable solicitation.
- Telemarketers must disclose all material information about the goods or services they are offering and the terms of the sale. They are prohibited from lying about any terms of their offer.

The Telemarketing Act required the FTC to evaluate the TSR within five years. The FTC began its Rule review in 1999. The decision to create the registry followed a comprehensive, three-year review of the Telemarketing Sales Rule; seven years of enforcement experience; information shared in many public workshops, meetings and briefings; and over 64,000 public comments, most of which favored the creation of a national do not call registry.

President Bush signed the Do Not Call Implementation Act on March 11, 2003, supporting the FTC's decision to establish the National Do Not Call Registry.

Harmonizing With State Do Not Call Lists

Most of the 26 states that have active do not call lists will transfer the numbers on their lists to the National Do Not Call Registry. A list of states transferring their do not call lists to the National Do Not Call Registry will be posted at www.ftc.gov/donotcall. Consumers in states that are transferring the numbers on their do not call lists to the national registry do **not** need to re-register. But consumers in states that are not transferring numbers to the national registry should register their number on the national registry if they choose to limit the telemarketing calls they get at home.

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