



NEWS

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See *MCI v. FCC*, 515 F.2d 385 (D.C. Circ 1974).

For Immediate Release:
August 19, 2003

News Media Contacts:
Rosemary Kimball 202-418-0511
E-mail: Rosemary.Kimball@fcc.gov
Dan Rumelt 202-418-7512
E-mail: Dan.Rumelt@fcc.gov

FCC EXTENDS THE EFFECTIVE DATE OF AMENDED FAX ADVERTISING RULES UNTIL JANUARY 1, 2005

Other Recently Adopted TCPA Rules Remain Unaffected

Washington, DC – The Federal Communications Commission (FCC) has extended to January 1, 2005, the effective date of its new rules requiring written consent before sending advertising faxes.

This action does not change the effective date for the comprehensive telemarketing rules, including other rules regarding faxes, adopted on June 26, 2003. This action also does not change the October 1, 2003 effective date for the national do-not-call registry.

The extension of time permits entities sending fax advertisements more time to comply with the new rules and obtain written consent and signatures from parties to whom they wish to fax. It will also allow the Commission time to consider any petitions for reconsideration and other filings that may be made on this issue.

The extension keeps in effect, until January 1, 2005, the exemption that allows entities to send unsolicited fax advertisements to individuals and businesses with which they have established business relationships. Until January 1, 2005, those transmitting faxes do **not** have to obtain the express written consent, including signatures, from recipients with whom they have established business relationships. Regardless of the extension, however, fax transmitters still must obtain prior express permission from fax recipients with whom they do not have established business relationships.

Action by the Commission August 18, 2003, by Order on Reconsideration (FCC 03-208). Chairman Powell, Commissioners Abernathy, Copps, Martin and Adelstein.

-- FCC --

For further information contact Erica H. McMahon or Richard D. Smith at 202-418-2512, Consumer & Governmental Affairs Bureau.

CG Docket 02-278.