

A Division of the New York Department of State

Advocating for and Empowering New York Consumers

Consumer Assistance Hotline: 1-800-697-1220 / www.dos.ny.gov/consumerprotection

Do Not Call Registry: Making Sure Your Business Is In Compliance

The Federal Trade Commission (FTC) created the National Do Not Call (DNC) registry in 2003. The database allows consumers from around the country to register their landline and cell phone number in one central database to restrict calls from telemarketers. More than 12 million phone numbers in New York are part of the DNC registry. Telephone numbers registered with the DNC registry are valid, without expiration, unless removed by the consumer.

Once a consumer's telephone number has been registered on the DNC registry for 31 days, DNC laws prohibit you from calling it. Your business can be fined up to \$11,000 per incident by the New York Department of State, as well as by the FTC and Federal Communications Commission (FCC). You may read the state and federal DNC laws and rules online at www.dos.ny.gov/consumerprotection/do_not_call/enforcement.html.

Your business can register and gain access to the DNC registry by visiting DoNotCall.gov. You can either:

- Purchase the entire U.S. database, or
- Gain access to the first five area codes for free, with additional area codes available for purchase.

Your business is responsible for updating your call lists every 31 days and identifying and registering with the FTC. The FTC assures list accuracy by periodically checking telephone numbers and removing those that are invalid, disconnected or reassigned. As a business, DNC compliance is **YOUR** responsibility. Do not rely on a third party telemarketing company to protect your business.



Tips to Ensure your Business is in Compliance with State and Federal Do Not Call Laws:

- **DO NOT** call phone numbers listed on the National Do Not Call (DNC) registry.
- **DO NOT** rely on a vendor to protect your business.
- **DO NOT** use the National DNC registry for any other purpose other than preventing telemarketing calls.
- **DO NOT** call an existing customer after they have advised you that they do NOT want to be called.
- **DO** register your business with the National DNC registry at www.donotcall.gov.
- **DO** update call lists against the National DNC registry at least every 31 days.
- **DO** implement and maintain records of DNC policies and procedures.
- **DO** train staff on a regular basis and keep a record of such trainings.
- **DO** respond in a timely fashion to any enforcement notice.