



TSTCI Financial/Marketing/Commercial Conference

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Telemarketers - Tell'em NO!

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Better Thinking.
Better Results.



Overview

- **Aren't There Rules Against This?**
- **Federal Rules**
- **State Rules**
- **The Rules Don't Apply**
- **They Don't Care About the Rules**
- **Be a Tattletale!**
- **Take-Home Information**



Better Thinking.
Better Results.

Aren't There Rules Against This?

- **Yes!**
- **1991 Congress passed the “Telephone Consumer Protection Act” (“TCPA”) to protect residential consumers from unscrupulous telemarketers.**
- **Congress ordered the FCC and FTC to establish a national data base of subscribers who object to receiving unwanted telephone solicitations**

Federal Rules

- **July 3, 2003 - FCC and FTC established rules for the National Do-Not-Call Registry as a one-stop option for subscribers to stop unwanted telemarketing calls.**
- **The National Registry went into effect on October 1, 2003**
- **End of Problem??**
- **Not Even Close!**



Federal Rules

- **Additional Information at Meeting**



State Rules

- **January 2002 - Texas Legislature established the Texas Business & Commerce Code Annotated § 44.103 which established the Texas No-Call List. (H.B. 472)**
- **The Texas No-Call List established to stop unwanted / unsolicited telemarketing calls to customers from companies with whom the customer does not have a business relationship**



State Rules

- **Additional information at Meeting**
- **What's a "Business Relationship?"**
 - Do I have one of those??



State Rules

- **When can I SUE the Pants off those Guys?**

The Rules Don't Apply

- **The National and Texas rules and No-Call Lists were not intended to stop all unwanted calls**
- **Businesses that the consumer has a relationship with - OR – a past relationship with for within the past 12 months**
- **Non-profit organizations**
- **Political organizations**

The Rules Don't Apply

- **Additional Info at Meeting**

The Rules Don't Apply

- **Additional Information at Meeting**

They Don't Care About the Rules!

- **Rules are intended to keep most businesses honest**
- **If the potential for profit is so great – we all know what happens**
- **“THIS IS YOUR LAST NOTICE! – Your Vehicle Warranty Is About To Expire!”**
- **Robo-Caller Harassments and Scams**
 - Registered on No-Call List – still get calls
 - Business Lines – still get calls
 - Cell Phones – still get calls



They Don't Care About the Rules!

- Rules are intended to keep most businesses honest



So – What Can I Do??

- **Complain!**
- **Be a “Tattletale”**



Take Home Page

- **More Information at the Meeting**

- **More information? jmiller@gvnw.com (830) 895-7233**