

NJ Telemarketing Cell Phone Ban Expected to Change

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New Jersey currently has the most restrictive law against making telemarketing calls to mobile devices, but that may change in the next two weeks. New Jersey's legislature recently passed a bill that amends New Jersey's current telemarketing law which prohibits nearly all telemarketing calls to mobile devices, even if a telemarketer has consent of the cell phone user. The new bill would amend existing law by only prohibiting *unsolicited* telemarketing calls to mobile devices. New Jersey's current law defines an "unsolicited telemarketing call" as any telemarketing sales call other than a call made in response to a customer request or to an existing customer. Thus, the amendment would permit telemarketers to call mobile devices under these circumstances.

The bill, [S1382](#), passed in both of New Jersey's houses without much opposition, and now sits with Governor Chris Christie for approval. This bill will take effect immediately upon Governor Christie's signature or after 45 days if no action is taken. Governor Christie has until the last week of January to either sign or veto the bill.