

Telemarketing

January 1, 2005

The Federal Government, all fifty states, and the District of Columbia have statutes and/or regulations that relate to telemarketing. In addition, legislation is currently under consideration in a majority of states that would amend existing law. Thus, all telemarketing projects should begin with a review of the existing laws. However, below is a starting point of general principles that will allow you to comply with telemarketing laws. These principles apply to unsolicited sales calls to the general public, as well as to previous customers, and to calls from consumer responding to advertising.