

March 2006

DO-Not-Call Registry Fee Increase Proposed By the FTC

The Federal Trade Commission (FTC) issued a Notice of Proposed Rulemaking to amend the Telemarketing Sales Rule to revise the fees charged for industry access to the National Do-Not-Call Registry. The FTC is accepting comments on the proposed fee changes.

The proposed rulemaking would continue to allow telemarketers to obtain the first five area codes of data for free, and would still allow those entities exempt from the Registry's requirements to obtain access at no charge. The Commission is, however, requesting comments on whether telemarketers should still be permitted to access a certain number of area codes for free and address the potential impact of a change to this provision.

Telemarketers are required to renew their subscriptions to the National Do-Not-Call Registry once a year, and must "scrub" their call lists once every 31 days. The Do Not Call Web site for telemarketers (telemarketing.donotcall.gov) will inform them when their subscription account numbers (SANs) expire and give them renewal instructions. To date, consumers have registered approximately 122.6 million telephone numbers on the Registry, which accepts home land line and personal cell phone numbers at www.donotcall.gov or 1-888-382-1222.

The FTC is accepting public comments on the proposed rulemaking until June 1, 2006. Pending public comment, the new fee schedule will go into effect on September 1, 2006. Written comments should refer to "[TSR Fee Rule, Project No. P034305](#)" on both the text and the envelope and should be mailed to: Federal Trade Commission/Office of the Secretary, Room H-135 (Annex D), 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580.