

HOW TO CONSTRUCT YOUR DO-NOT-CALL POLICY

The DMA has developed a [checklist](#) to assist marketers in developing a Do-Not-Call (“DNC”) policy for consumers. This checklist has been designed to help marketers create a policy that is consistent with [The DMA's Guidelines for Ethical Business Practice](#) as well as with Federal and State Do-Not-Call laws. Administrators can complete the DNC policy template by manually filling-in the appropriate blanks and selecting the proper responses based on your company's practices. This DNC policy is appropriate for public distribution or to fulfill consumer requests.

DO-NOT-CALL POLICY TIPS

- Keep the policy simple, easy to read and easy to understand. Upon request it should be easily accessible to any employee or consumer.
- Promote your policy internally in employee communication vehicles such as newsletters, bulletin boards and staff meetings. Consumers are concerned about this issue and are likely to ask employees about it. Your employees should know how to respond to those concerns.
- Update your policy as needed to stay current with changes in your business. You may want to review the policy annually for updates/revisions. You should also periodically review the policy with your representatives.

Note: If one or more of the statements does not apply to your practices, you may leave that section blank. However, the template includes some components that reflect Federal requirements (e.g.. a minimum 5-year retention period of DNC requests, monitoring and enforcing compliance, etc.) Be sure that your company’s procedures comply with all applicable federal, state and local laws, and if necessary, consult with legal counsel if you have any questions about whether a particular law or regulation applies to your company's activities.

CHECKLIST FOR CREATING A DNC POLICY STATEMENT FOR CONSUMERS

[Insert Your Company Name] Do-Not-Call Policy

_____ **[insert your company name]** has adopted and adheres to the policies described below to comply with the Federal Trade Commission’s (“FTC”) and Federal Communications Commission’s (“FCC”) regulations, The Direct Marketing Association's (“DMA”) Ethical Guidelines, and if applicable, state Do Not Call laws.

_____ **[insert your company name]** checks telephone numbers on our calling lists against the DNC lists that we obtain from various sources, or we document why that person may be contacted without checking the DNC lists.

We honor the relevant portions of the national DNC list (**select only one**):

- ___ (a) each month
- ___ (b) each quarter, _____ (indicate which months)
- ___ (c) other, please specify (cannot be less frequently than each quarter): _____.

NOTE: Effective January 1, 2005 marketers will have to scrub against the national DNC every 31 days.

We check against the DMA's Telephone Preference Service ("TPS") (select only one):

- (a) each month
- (b) each quarter, in _____ (indicate which months)
- (c) other, please specify (cannot be less frequently than each quarter): _____.

And, we check against state lists (select only one):

- (a) each month
- (b) each quarter, in _____ (indicate which months)
- (c) consistent with state-mandated timetables
- (d) other, please specify; _____ .

In addition, to remove wireless numbers from our database we use:

- (a) The DMA's Wireless Suppression Service
- (b) other, please specify; _____.

We will also remove from our calling lists the telephone numbers of those individuals who submit requests directly to us. Consumers may submit DNC requests by (select all that apply):

- (a) calling the following number: _____, ext. _____
- (b) writing to the following address: _____
- (c) sending an e-mail to the following address: _____
- (d) submitting a request online at the following URL: _____
- (e) faxing a request to the following number: _____
- (f) other: _____.

Such requests are recorded in our databases (select only one):

- (a) within 24 hours of receipt
- (b) within three business days of receipt
- (c) within five business days of receipt
- (d) other (please fill in appropriate response): _____,

NOTE: Federal regulations require companies to honor DNC requests within 30 days.

To fully implement such requests it may take up to:

- (a) 30 days
- (b) other (please fill-in appropriate response, but it cannot exceed 30 days.)

We retain company-specific DNC requests for a minimum of 5 years. If you move or change your telephone number your request may be deleted. If you wish to re-establish your Do-Not-Call request, please contact us at: _____ (insert your company's telephone number).

We have trained our employees that are engaged in telephone marketing on these policies and procedures and we require our employees to follow them at all times. We have a policy of disciplining and we will discipline any employee who fails to abide by these policies and procedures.

If you have questions about our Do-Not-Call Policy, please contact us during normal business hours. Questions about our company's DNC policies should be directed to:

- (a) Name or Department (optional): _____
- (b) Address: _____
- (c) Telephone Number: _____
- (d) E-mail (optional): _____