



**NEW YORK STATE
CONSUMER PROTECTION BOARD**

George E. Pataki, Governor

C. Adrienne Rhodes, Acting Chairman and Executive Director

The "Do Not Call" Registry

On October 12, 2000, Governor George E. Pataki signed legislation creating the "Do Not Call" Telemarketing Sales Calls Registry ("Registry"). The law takes effect April 1, 2001.

Under the law, most telemarketing sales calls will be prohibited thirty days after your number appears on a current quarterly Registry. Telemarketers who violate the law are subject to a fine of up to \$2,000 per call.

The law provides for some exceptions, and you may still receive telephone calls from certain groups and organizations, including: (1) charitable organizations; (2) religious corporations; (3) political parties and committees; (4) companies with which you have a prior business relationship; and (5) telemarketers who wish to arrange for a face-to-face meeting before concluding a sales transaction.

The Registry will prevent most unwanted telemarketing calls, however you should not expect total or immediate relief from all such calls. The Registry will be published quarterly (January 1, April 1, July 1, and October 1). Depending on your registration date, it could take several months before you notice a significant reduction in the number of telemarketing sales calls you receive.

Please fill-out the information on the attached "Do Not Call Registration Form" to register for the protections offered by the new law and the Registry. Information explaining the provisions of the law will be sent to you upon receipt of your registration.

Thank you.