



NEW YORK STATE SENATOR

Shirley L. Huntley

Do Not Call

SHIRLEY L. HUNTLEY August 31, 2010

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News From New York State

Senator Shirley L. Huntley

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Senate Bill Protecting Consumers from Telemarketers Signed into Law Senator Shirley L. Huntley: 'Do Not Call' law just got stronger

(Jamaica, NY) Senator Shirley L. Huntley (D-Jamaica) announced that a new law guaranteeing consumers greater protection (S.6034) from annoying telemarketers has been signed into law. The Senate's new law further reduces unwanted telemarketing calls by restricting them to the hours of 8 a.m. to 9 p.m. and requiring greater disclosure by companies to protect consumers from deceptive marketing practices.

"Our 'Do Not Call' list empowers residents to take control back from telephone solicitors, and it's now been strengthened with tougher legislation. This law gives us a timeout from salespeople you never asked to call you and who use prerecorded announcements to fill up your answering machine," said Senator Huntley.

“Just as important, telemarketers will have to clearly state what they are selling and the full terms of any sale,” the senator added, noting that many consumers have been frustrated by being sold trial offers which seem to be for a limited time, only to realize they have signed onto a longer term commitment.

The New York State ‘Do Not Call’ law became effective in 2001, allowing consumers to place their personal landline and mobile telephone numbers on one central national registry to reduce the number of unsolicited telemarketing calls they receive. Besides restricting the hours during which calls can be made, and requiring additional disclosure, the new law better protects consumers from deceptive and bothersome telemarketing by:

- Expanding New York's ‘Do Not Call’ law protections to "robo-calls" including those targeted to answering machines or voice mail; and,
- Expanding the Consumer Protection Board's (CPB) power to investigate complaints and enforcement the law.

The ‘Do Not Call’ list is the most common complaint received by the state Consumer Protection Board’s Consumer Assistance Unit, which logs more than 100,000 complaints annually.

The bill takes effect 120 days from the date of the Governor’s signing.

For additional Do Not Call and other consumer information, visit www.nysconsumer.gov or call the CPB toll-free at 1-800-697-1220.