



NEW YORK STATE SENATOR

David J. Valesky

## Senator Valesky and Assemblymember Mayer Pass Bill to Require Caller ID from Telemarketers

DAVID J. VALESKY June 16, 2016

| ISSUE: **TELECOMMUNICATIONS**

Albany, NY June 16, 2016 – State Senator David J. Valesky (D-Oneida) and Assemblymember Shelley Mayer (D-Yonkers) announced that their bill (S.6809-B/A.9457-A), which would give state regulators a new tool to pursue telemarketers operating in New York State that hide their identity when contacting consumers, passed the legislature this week. The bill would prohibit telemarketers from transmitting inaccurate, misleading, or false caller identification information to consumers. This legislation, which awaits Governor Cuomo’s signature, would become effective immediately should it be signed into law.

“I have heard from constituents that some telemarketing calls do not show the name or phone number of who is calling. This is especially problematic for consumers who have signed up for the do-not-call registry, since without the name of the telemarketer or the number from which they are calling it is difficult to report violations of the do-not-call law. This bill seeks to remedy that problem,” Sen. Valesky said.

“I’m so pleased that the legislature unanimously approved this bill to protect consumers, especially seniors, from fraudulent and misleading telemarketing calls,” said Assemblymember Mayer. “Existing state law is vague and reactive and does not protect callers who are already on the do-not-call list. This bill strengthens our state law and will

protect hardworking consumers from false and deceptive practices by holding violators accountable. The passage of this legislation is a victory for my constituents in Yonkers and for residents across New York. I urge the Governor to sign this bill into law.”

The Federal Trade Commission already prohibits telemarketers from masking their identity, and the Federal Communications Commission has introduced rules to strengthen enforcement against the practice, such as requiring telemarketers to show their names and to display a telephone number that can be called during regular business hours, to ask to no longer be called. Under the current state law, telemarketers are not required to transmit to consumers the correct caller identification information, but any telemarketer who transmits incorrect caller identification information may be subject to a fine.

“Nothing frustrates consumers more than unwanted telemarketing calls that ring both day and night,” said Chuck Bell, programs director for Consumers Union, which sponsors the national [www.EndRobocalls.org](http://www.EndRobocalls.org) campaign. “This excellent bill will help protect consumers by requiring callers to transmit accurate, complete Caller ID information so it's clear who is calling. They can then decline to answer the call, or potentially block it with new call-blocking technologies, if they don't want to receive it. The bill will also help consumers to more easily identify and report violators of the Do-Not-Call list to state and federal authorities.”

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#### RELATED LEGISLATION

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### 2015-S6809B

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- Introduced

- ◦ In Committee Assembly
  - In Committee Senate
- ◦ On Floor Calendar Assembly
  - On Floor Calendar Senate
- ◦ Passed Assembly
  - Passed Senate
- Delivered to Governor
- Signed By Governor
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Relates to the transmission of caller identification information to consumers

February 24, 2016

Signed by Governor

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Do you support this bill?