



# The Path to Compliant Telecommunications and Best Practices



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**STRENGTH IN  
BASIC  
PROCEDURES**



# Strength in Basic Procedures

## PREPARATION

Establish a strong foundation.

- ✓ Ethical Behavior
- ✓ Fiduciary Duty
- ✓ Knowledge of Rules & Regulations

Telemarketing Call Path = Tumultuous or Orderly.

- ✓ Restrictions
- ✓ FCC, FTC, States, ITG, CTIA
- ✓ Good Companies - Suffer from Bad Actors b
- ✓ Work Harder - Be Proactive.

# Strength in Basics Procedures

## CONSENT & EBR

### Prior Express Written Consent or Prior Express Consent

- ✓ Sales or Informational Only Calls
- ✓ Use Proper Consent Language
- ✓ No Prefilled Boxes
  - ✓ Honor Revocation of Consent
  - ✓ **Note:** FNPRM-Delayed Consent Revocation Rule until 4/11/26 (opt-out applies to all types of calls)

### Established Business Relationship

- ✓ 18 Month Transactional
- ✓ 90 Day Inquiry

### No Consent & No EBR

- ✓ National DNC Registry Scrub
- ✓ State DNC Scrub
- ✓ Reassigned Phone Number Scrub
- ✓ Litigator Scrub



# Strength in Basics Procedures

## CALLER ID



Registered Legal Name

Caller ID – Organization Name

Accepts DNC Requests

30 Days After Campaign Ends

- ✓ VSP: Provide Information Above
  - ✓ KYC Performed
  - ✓ Attestation Applied
  
- ✓ Originating to Terminating Provider
  - ✓ Information Above - Pass Through
  
- ✓ **Note:** FNPRM:
  - ✓ Caller Identity Information
  - ✓ CNAM Database vs RCD

# Strength in Basics Procedures

## LIVE OUTBOUND SALES CALLS

### Avoid Abandoning Calls

- ✓ Upon the consumer's greeting, the call should connect to the agent within 2 seconds.
- ✓ 3%

abandoned calls

----- = abandonment rate  
live-answered calls

- ✓ 4 Rings or 15 Seconds
- ✓ If abandoned
  - ✓ Play a Prerecorded Identification Message
  - ✓ Name of Caller/Organization
  - ✓ Call = Telemarketing Purposes
  - ✓ Contact Phone Number (answered during normal business hours + accepts DNC requests)
  - ✓ Automated Interactive Opt-Out Mechanism
- ✓ **Note:** FNPRM-Call Abandonment Rules



# Strength in Basics Procedures

## PRE-RECORDED OR AI CALLS

Prior Express Written Consent or Prior Express Consent

- ✔ Sales Calls or Informational Only Calls

Disclosures

- ✔ When AI-Disclose
- ✔ Name of Caller/Organization
- ✔ Automated Interactive Opt-Out
- ✔ Contact Phone Number (accepts DNC request during normal business hours)

**Note:** FNPRM- Artificial and Pre-Recorded Voice Caller Identification Rules (remove requirement for toll free number displayed)

01 Intro

AI Assistant

**Guide**

Charts

Regulatory Watch

DNC Maps

Statutes

Consent Chart

FAQ

Compliance Wizard

Glossary

Litigator Research

Litigator Scrub

# Regulatory Guide

View Regulatory Rules by Topics and States

## View by Topic or Rule

- AI Marketing Rules
- Automated System Rules
- Call Monitoring
- Call Volume Restrictions
- Caller Identification
- CCC Guide Definitions
- Commercial Registration
- Contract Cancellation

## View by State or Region

Select All Select None

- Federal (FCC)
- Federal (FTC)
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado

Please select a topic to continue.

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