



Ron Barnes
VP, State Affairs

February 4, 2013

Senator Paul Doyle
Co-Chairman, Committee on General Law
Legislative Office Building
Room 3500
Hartford, CT 06106-1591

Representative David Baram
Co-Chairman, Committee on General Law
Legislative Office Building
Room 5006
Hartford, CT 06106-1591

Dear Mr. Chairmen:

I am writing on behalf of the Direct Marketing Association (DMA)¹ to share our concerns with regard to SB 19, scheduled to be heard in Committee on February 7, and which would allow for the inclusion of businesses on the Connecticut do not call registry.

Opening the do not call registry list to include business numbers, as this bill provides for, is problematic, so much so that the Federal Trade Commission declined to include businesses on the federal do not call registry when it was established in 2003. Unlike residential lines, which are the responsibility of a single party or single household, there is no clear line of responsibility by which the state can judge whether the party submitting the number is authorized to do so. As such, conceivably allow any employee could to add their business's number(s) to the registry without the owner or responsible party even being aware of its inclusion.

The situation is even more complicated when considering multi-line or multi-extension phone systems. For example, if an individual worker at a business included his or her line on the do not call

¹ DMA is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques, including the U.S. Mail. Founded in 1917, DMA today represents more than 2,400 members including catalogers, financial services, book and magazine publishers, retail stores, teleservices providers, industrial manufacturers, Internet-based businesses, and a host of other segments, as well as the service industries that support them, such as printers.

registry and then is reassigned to a different extension or leaves the business entirely, there is no way to reconcile that change with the do not call registry because such changes are made internally and not by the telephone service provider. When residential numbers are relinquished or abandoned there is a hygiene process in place to clear numbers from the do not call registry, no such mechanism exists for business lines.

DMA believes telemarketers should honor requests from consumers who are called and want to be removed from a calling list. Reputable telemarketers abide by these requests and, in fact, all DMA members are required to do so.

I would be pleased to provide any further information on this issue that you may need and respectfully ask that this bill not be advanced.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Barnes", written in a cursive style.

Ron Barnes
Vice President, State Affairs

cc: Senator Joseph Crisco
Members of the Committee on General Law