



September 15, 2016

Dealer Principals, General Managers, Sales Managers

Subject: United States Federal Trade Commission (FTC) - National Do Not Call (NDNC) Regulations

Absolute Results appreciates the trust you place in us to help you grow your business. In doing this, many dealerships make use of our Absolute Results Communications Center (ARC) to handle marketing calls. As a trusted partner we do our best to keep our dealers compliant with the current FTC rules.

Recently, we have had a number of dealerships ask about the regulations being enforced by the FTC with regards to the National Do Not Call service. With the increased attention the FTC is putting on telemarketing campaign compliance in the automotive industry, we want to provide you with information on the dealership requirements and the Absolute Results position in order to make sure your dealership and our telemarketing on your behalf remains compliant.

Absolute Results has always taken steps to comply with the: NDNC, CAN-SPAM, Gramm-Leach-Bliley Act Privacy legislation. See below for information links to the [FTC Do Not Call registry](#)

As a part of our process, we:

- Are registered with the FTC NDNC service and comply with the FTC rules
- Can call customers you've dealt with in the last 18 months (using last RO date)
- Cannot call customers outside of the 18 Mo relationship rule unless the dealership is registered and subscribed to the NDNC area codes for your trade area
- Can Scrub your call list against the NDNC Registry for customers that have not dealt with you in the last 18 months, if you are registered and subscribed to the NDNC
- Have our AR Communications Centre report customer unsubscribes for your database updating

For your dealership to be compliant with the FTC rules:

- If you are calling your customers you need be **"Registered"** with the FTC NDNC service
- You need to register whether you make these calls or we make them on your behalf
- If you are contacting customers that have not done business with you in the last 18 months, you need to be a **"Subscriber"** to the NDNC lists for the area codes that you call
- We will need your registration and subscription numbers once this is done to call on your behalf, the FTC requires us to do this to scrub your phone lists against the NDNC list

Registration for the NDNC is free and the subscription for your first 5 area codes is also free, it only takes about 10 – 15 minutes to register.

Some of the important rules to know are:

A Dealership is considered to be a **Seller**. *A seller includes any person or business who, in connection with a telemarketing transaction, provides, offers to provide, or arranges for others to provide goods or services to the customer in exchange for consideration.*

**Area Code subscriptions:** *A Seller may direct a Telemarketer to complete the online subscription process for it, but the Seller must have its own subscription and SAN, separate from the Telemarketer's subscription and SAN*

**Existing business relationship or the “18 month rule”** is all about existing business relationships: *A company with which a consumer has an established business relationship may call for up to 18 months after the consumer's last purchase or last delivery, or last payment, unless the consumer asks the company not to call again.*

**Written consent to call or Opt-In:** *Sellers and telemarketers are allowed to call a consumer who has given his or her express agreement to receive calls, even if the consumer's number is in the National Do Not Call Registry. The consumer must give express agreement in writing to receive calls placed by—or on behalf of—the seller. The writing must include the number to which calls may be made and the consumer's signature.*

Here are some links for more information and to make it easy for your Dealership to register.

Register your dealership: <https://telemarketing.donotcall.gov/profile/create.aspx>

This process takes 10 – 15 minutes. You will need to renew annually. (Each dealership needs to register even if they are part of a dealer group).

Q&A for Telemarketers & Sellers about DNC Provisions in TSR: <https://www.ftc.gov/tips-advice/business-center/guidance/qa-telemarketers-sellers-about-dnc-provisions-tsr>

Complying with Telemarketing Sales Rules: <https://www.ftc.gov/tips-advice/business-center/guidance/complying-telemarketing-sales-rule>

As always, Absolute Results and Absolute Results Communications will be pleased to work with you and assist in keeping you compliant for your telemarketing needs. We are able to contact all callable customers on behalf of all registered dealerships and we can scrub against the NDNC for callable customers for all registered and subscribed dealerships, for the area codes that your dealership has subscribed to.

We thank you for your ongoing business and if you need more information, please feel free to speak to your Private Sale Event Coordinator or call Absolute Results Communications at 877-252-5210.

Best regards,

Absolute Results