



## Key

- ATDS** Automatic Telephone Dialing System
- PRM** Prerecorded Message
- PEC** Prior Express Consent
- PEWC** Prior Express Written Consent

- Wireless includes cellular telephones, pagers, and other methods of telecommunication for which the recipient may be charged for the communication including by deduction from a “bank” of minutes.
- Landline excludes calls to emergency phone numbers (including any 911 line and any emergency line of a hospital, medical physician or service office, health care facility, poison control center, or fire protection or law enforcement agency) and calls to the telephone line of any guest room or patient room of a hospital, healthcare facility, elderly home, or similar establishment. Such phone lines are treated the same as the heightened “wireless” standard.
- Frequency, opt-out, and other requirements on informational PRMs to a residence may apply. See 47 CFR § 64.1200(a)(3).

# Federal DNC Requirements

Does DNC Affect Calling?

Call *is* B2C Telemarketing

Call *is not* B2C Telemarketing

DNC Scrub Not Required

Did consumer provide written consent to call?

Yes

No

DNC Scrub Not Required

Does EBR exist with consumer?

Yes

No

DNC Scrub Not Required

DNC Scrub Required

Scrub reveals # *not listed* on DNC registry

Scrub reveals # *listed* on DNC registry

Call Not Prohibited

May Not Call #

## Key

### DNC

Do Not Call

### B2C

Business to Consumer

### EBR

Established Business Relationship

## Note

- B2B calls to sell nondurable office or cleaning supplies are treated the same as B2C calls.
- Some states have DNC regulations that differ from the federal standard.
- All telemarketing calls must be scrubbed against an internal DNC list; prior written consent overrides a previous internal DNC request unless and until the consumer makes a new internal DNC request.