



## Company Background

From its inception in 2000 to the present, PossibleNOW takes pride in designing, developing and implementing applications and services that provide quantifiable value to our customers.

Hundreds of organizations, from Fortune 50 companies to individuals involved in direct marketing, rely on PossibleNOW for products and services to ensure consumer privacy preference compliance including Do Not Call, Do Not Fax, Do Not E-Mail, and Do Not Mail.

We're the trusted source for privacy preference compliance — and ready to be your partner in compliance, too.

### Compliance Solutions & Technology

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### Compliance Consulting & Audit Services from CompliancePoint

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### PossibleNOW Data Services

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### PossibleNOW IT Services

### The DNCSolution™ compliance suite

- **DNCInteractive™**  
*The high volume call list scrubbing management platform of the DNCSolution compliance suite*
- **DNCNotification™**  
*Further automates the compliance process; ideal for longer campaigns*
- **EBRSolution™**  
*Take advantage of permissible exemptions with correct use of the Established Business Relationship exemption*
- **DNCQuickcheck™**  
*Easy-to-use compliance solution for individuals or branch offices*
- **DNCDirector™**  
*Comprehensive data hygiene services for your company-specific Do Not Call list*
- **DNCAudit™**  
*Monitor and enforce your compliance activities through post-call data forensics on your calling campaign files*
- **DLMS (Do Not Call List Management Service)**  
*Compiled file of all DNC lists to flag database or load to internal scrubbing solution*

### CompliancePoint™ A PossibleNOW Company

- **Telemarketer Registration**  
*We simplify and handle your compliance with federal & state registration laws and regulations*
- **Compliance Consulting**  
*Identify and mitigate your compliance risk through the services of CompliancePoint. Services include DNC Safe Harbor Assessments, Forensic Data Analysis, Call Center Certification Programs & more*
- **Managed Services**  
*Outsource your marketing compliance operation to our experts*

### PossibleNOW Data Services

- **SureAppend™**  
*High quality phone append data. Telco-sourced data is updated daily for freshness & accuracy. Fast turnaround.*
- **SureReverse™**  
*Make the most of your database by finding associated information when you have the phone number. High quality, premium data is fresh and accurate.*
- **SureMover™**  
*Telco-sourced disconnect/first connect data reaches the right new mover audience. Highly accurate data is updated daily.*
- **SureSelect™**  
*Get leads with name, address & phone by zip code or geographic area. Highly accurate data.*
- **SureLink™**  
*A combination service that includes scrubbing wireless phone data, identifying wireless to landline numbers, performing a phone append and Do Not Call compliance scrub. Fresh, accurate, convenient with fast turnaround.*
- **SureScan™**  
*A combination phone append service that analyzes addresses to find newly connected phone numbers. Uses sources that are updated daily for freshness and accuracy.*

### PossibleNOW IT Services

- **Data & E-mail Security Solutions**
- **Identity Protection**
- **Password Management**
- **Network Security & Management**
- **Customization & Integration**
- **Application Development**
- **Data Storage**

## Core Strengths

Many factors influence the success of PossibleNOW and our solutions, products and services. We base our success on these core strengths:

### Regulatory expertise

When it comes to Do Not Contact and privacy preference compliance, experience counts.

PossibleNOW has been involved with regulatory compliance and privacy preference issues from the very beginning. We have an in-depth understanding of the laws and regulations surrounding Do Not Contact compliance and privacy preferences and closely track all related legal developments.

The benefit of our regulatory expertise is the ability to design and develop processes and guidelines for best practices, and translate these into services and solutions for our clients.

### A complete approach to compliance — from consulting services to Internet-based applications

Our in-depth knowledge of Do Not Contact and privacy preference legislation lets us provide a complete approach to regulatory compliance. **CompliancePoint**, a PossibleNOW company, offers a full range of consulting services including compliance audits, DNC safe harbor assessments, forensic data analysis, and vendor certification programs for marketing operation compliance.

PossibleNOW's Internet-based compliance solutions are easy to use. We were the first to offer a Do Not Contact compliance solution using the ASP model, and we remain the leader with this technology.

Our Internet-based solutions can be rapidly deployed which is ideal for companies with multiple locations or a large number of users. All that's required is Internet access and a Web browser. There's no capital investment in hardware or software.

### World class infrastructure supports our solutions

We take data security needs seriously and invest heavily in security and data capacity to ensure the highest level of system reliability. Our solutions are hosted in a secure Tier 4 data facility with redundant networks and server technologies. Security measures include coded key cards, biometric security, surveillance cameras, and a manned security force.

PossibleNOW's customers have 24/7 access to our applications. The data processing performance is exceptional with as many as one million records processed in just one minute.

### Proven operating procedures

The PossibleNOW staff includes certified project and quality assurance managers whose goal is to ensure smooth, reliable operations. Rigorous testing means that each new release of a PossibleNOW solution works as expected. And, we focus special attention to keep our third party and customer databases the most accurate and up-to-date in the industry.

### Customer-centric focus

Our success is reflected in the diversity of our client base which ranges from individual agents to billion dollar industry leaders.

PossibleNOW customers represent numerous industries including teleservices, insurance, banking and financial services, education, home services, real estate, and travel and hospitality.

No matter the size of your business, or your industry, you will receive our commitment to provide top quality customer service and solutions.

## What sets us apart

Ask our customers about PossibleNOW and the first thing you'll likely hear are the superlatives. Friendly customer service, superior products, exceptional value.

Beyond the superlatives are what really sets PossibleNOW apart: our values, experience, people, initiative, and service.

### Our values.

PossibleNOW is fully committed to the success of our customers.

We conduct our business with integrity and honesty. We have earned the trust of our customers based on our commitment to provide exceptional products and services. Every employee at PossibleNOW shares these same values. We listen to your needs, strive to exceed your expectations, and provide the dedication you want in a business partner.

### Experience.

PossibleNOW is led by a highly experienced and accomplished executive management team with skills that blend leadership, business savvy and technical expertise. Together, their track record of high achievement, special skills, and knowledge helps PossibleNOW successfully navigate rapidly changing market conditions and fuels its dynamic growth.

### People.

We have a shared passion to serve our customers with the best privacy preference solutions and services available. We know that our success depends on our customers' happiness. We are customer-driven and take extra measures each day to ensure customer satisfaction.

### Initiative.

Since the company began, we've continually enhanced and expanded our products and services to meet our customers' changing needs. We pride ourselves on our ability to anticipate, understand and respond to the compliance challenges that our customers face.

### Service.

Other companies may tout their service; we lead by example. The emphasis on customer satisfaction is seen in every department at PossibleNOW.

Our service doesn't end with the sale.

Our customer support team provides training to get you up and running quickly, and offers responsive support for any questions that you might have. We provide news updates to keep clients informed of the latest developments in privacy preference legislation. And, we do it with the attention to detail and sense of urgency you expect.

**DNCInteractive™ (Includes Do Not Call, Do Not Fax)**

Monthly Scrubbing Allotment (Records)	Monthly Subscription*	Extra Processing Charges (per 1,000)	Admin/Mgr Log-In IDs	Monthly DNC Policy Letters Allotment**
50,000	\$150	\$1.50	2	5
250,000	\$285	\$1.50	3	10
500,000	\$545	\$1.50	6	25
1,000,000	\$750	\$1.00	9	50
2,250,000	\$1,295	\$1.00	12	75
4,500,000	\$1,875	\$0.50	20	100
9,000,000	\$2,795	\$0.25	30	100

\*A DNCInteractive subscription includes:

- an unlimited number of “Agent” IDs
- up to 2 hours of phone-based training upon account set-up
- up to 10 million phone numbers in project or master DNC filters (call for quote over 10 million)

\*\* Extra DNC policy fulfillment requests are billed at \$1.00 per policy

Extra training is billed at \$75 per hour

FTP access is available on all accounts

**EBRSolution™/DNCNotification™/ Premium Services**

(Additional Services Available Only to DNCInteractive Subscribers)

DNCInteractive Monthly Subscription Rate	EBRSolution Added Monthly Charge	DNCNotification Added Monthly Charge 60-Day / 90 Day	Premium Services Added Monthly Charge	Acquisition Program Bundle Total (60-Day)	Total Bundle Cost (60-Day)
\$150	\$75	\$75 / \$100	\$25	\$250	\$325
\$285	\$100	\$100 / \$150	\$25	\$410	\$510
\$545	\$200	\$150 / \$250	\$50	\$745	\$945
\$750	\$300	\$250 / \$375	\$75	\$1,075	\$1,375
\$1,295	\$400	\$400 / \$650	\$100	\$1,795	\$2,195
\$1,875	\$500	\$600 / \$900	\$125	\$2,600	\$3,100
\$2,795	\$600	\$800 / \$1,200	\$150	\$3,745	\$4,345

**Managed Services**

The following services are available: State & Federal Telemarketing Registration Requirements, Regulatory Requirements Overview, List Management, List Scrubbing, File Distribution, Data Transmission, Exemption Handling, Archiving, Custom Reporting & Compliance Auditing.

\*Ask for Price Quote

**DNCQuickcheck™**

DNCQuickcheck IDs Minimum Order	Monthly Cost Per ID	Minimum Monthly Charge	Extra Processing Charge (per 1000)	DNCPhonecheck Monthly Cost Per ID**	Do Not E-mail/ Mail Per ID	Do Not Fax Per ID
1*	\$15	\$15	\$15	\$10	\$7.50	\$3.25
10	\$10	\$100	\$10	\$8	\$6	\$3
50	\$8	\$400	\$8	\$6	\$4.50	\$2.25



# national do not call list

a consumer's choice • a telemarketer's responsibility



Canadian Radio-television and  
Telecommunications Commission  
Webinar 13 August 2008

le choix du consommateur • la responsabilité des entreprises de télémarketing



liste nationale de numéros  
de télécommunication exclus



# National DNCL Webinar Presentation Outline



- Origin of the National DNCL
- Definition of Telemarketing
- National DNCL Rules
- National DNCL Exemptions
- National DNCL Operations
- Telemarketing Rules
- Liability
- Complaints, Investigation, and Enforcement
- What Telemarketers can do to Prepare



# The National Do Not Call List



*Origin of  
the  
National  
DNCL*

- **Bill C-37**
- **The *Telecommunications Act***
- **Public Notice 2006-4 - Balancing the interests of consumers and telemarketers**
- **Telecom Decision 2007-48**



## Definition of Telemarketing



### Telemarketing

- The use of telecommunications facilities to make unsolicited telecommunications for the purpose of **solicitation**

### Solicitation

- The selling or promoting of a product or service, or the soliciting of money or money's worth, whether directly or indirectly and whether on behalf of another person. This includes solicitation of donations by or on behalf of charitable organizations



## Are you a telemarketer?



Do you use telecommunications technologies:

- To sell products and services to new or existing clients?
- To prospect for new clients?
- To sell or prospect, directly or indirectly, for yourself or another party?
- To ask for charitable donations or recruit volunteers?

If you answered yes to any of the above, then

***You are a telemarketer!***





## National DNCL Rules



***Any  
Canadian  
telephone  
number can  
be  
registered***

- Land line***
- Fax***
- Wireless***
- VoIP***

- Do not call registered consumers unless you have prior explicit consent
- Telemarketers and clients of telemarketers must
  - Subscribe to the National DNCL prior to making any telemarketing telecommunications
  - Pay subscription fees and keep a record of proof of payment and subscription for three years
- May not use National DNCL for any purpose other than compliance with the Rules



## National DNCL Rules



- May not sell, rent, lease, publish or otherwise disclose the National DNCL to any person outside of the telemarketer's or client of telemarketer's organization, including affiliates
- May provide National DNCL to person supplying services to enable compliance with the Rules
- 31-day grace period
- A consumer's registration is effective for 3 years

***Any  
Canadian  
telephone  
number can  
be  
registered***

- ***Land line***
- ***Fax***
- ***Wireless***
- ***VoIP***



## Express Consent



***Consent  
can be  
withdrawn  
at any time***

- **Rule states**
  - “...express consent has been provided by such consumer to be contacted via a telemarketing telecommunication...”
- Part V of the Rules describes acceptable forms
  - Written, including a completed application form
  - Oral
  - Electronic via toll-free number or Internet
  - Other methods if record created by consumer or third party
- Personal referral not considered consent
- Onus on telemarketer and client of telemarketer to prove consent obtained





## National DNCL Exemptions



**All  
exemptions  
except  
Business  
to  
Business  
provided for in  
the Act**

- **Types of telemarketing telecommunications are exempt, not organizations**
  - Made by or on behalf of charities registered under *Income Tax Act*
  - Based on an existing business relationship with a consumer
  - Made for purposes of elections, surveys, and solicitations for subscription to a newspaper of general circulation
  - Made to businesses



## Existing Business Relationship



### Definition of existing business relationship

#### The Consumer has

1. Purchased services or purchased, leased, or rented products within the 18-month period preceding the date of the telemarketing telecommunication
2. Made an inquiry or application about a product or service within the 6-month period preceding the date of the telemarketing telecommunication
3. A written contract that is either current or has expired within the 18-month period preceding the date of the telemarketing telecommunication

*s. 41.7(2) of the  
Telecommunications  
Act*



## National DNCL Exemptions



**Consumer  
choice**

- **Organizations making exempt telecommunications are required to:**
  - Keep their own do not call lists
  - Identify the purpose of their call at the beginning of the call

***The above requirements do not apply to organizations making calls for the sole purpose of surveys, polls, and research***





## Affiliates



***Request not to be called is not required to be passed on to an affiliate***

- *One entity is affiliated with another entity if one of them is controlled by the other or if both are controlled by the same person*
- Affiliates:
  - Must obtain own subscription to the National DNCL
  - Consent to be called does not apply to affiliate unless specifically stated in consent
  - Existing business relationship does not extend to affiliate



# National DNCL Operations



*National DNCL  
launch date  
September 30*

- **Subscription Types and Rates**
  - Download entire country or by area code
  - Query (designed for small businesses or individuals)
- **File formats**
  - Telephone numbers only
  - CSV or XML tagged
  - [http://www.crtc.gc.ca/eng/INFO\\_SHT/t1028.htm](http://www.crtc.gc.ca/eng/INFO_SHT/t1028.htm)
- **Who can access the National DNCL?**
  - Subscriber
  - Third party authorized by subscriber



# National DNCL Subscription Rates



Subscription option - by area code				
Number of area codes	Annual	6-month	3-month	1-month
All area codes	\$11,280	\$5,640	\$2,970	\$1,125
By individual area code	\$615	\$310	\$155	\$55

Subscription option - by telephone number	
Telephone number query <sup>1</sup>	Per query
Any area code (maximum 100 queries per query session)	\$0.50

<sup>1</sup>A query is available for those making unsolicited calls to a limited number of consumers. For example, an organization who is running business from referrals might find this subscription method to be useful.

**Payable by credit card or electronic funds transfer**

[http://www.crtc.gc.ca/eng/INFO\\_SHT/t1028.htm](http://www.crtc.gc.ca/eng/INFO_SHT/t1028.htm)





# Telemarketing Rule Changes



***Telemarketing Rules apply to all telemarketers, except for calls made for the purpose of opinion polling, market research, surveys, or calls to collect overdue accounts.***

- Once intended party is reached the telemarketer must identify
  - Name of person who is calling
  - Organization call is made on behalf of
  - Organization making the call
- Upon request
  - Provide local or toll-free number
  - If number answered by voice mail, must return consumer's call within 3 business days
- Calling hours for both fax and voice
  - 9:00 a.m. to 9:30 p.m. weekdays
  - 10:00 a.m. to 6:00 p.m. weekends



# Telemarketing Rule Changes



***Telemarketing Rules apply to all telemarketers, except for calls made for the purpose of opinion polling, market research, surveys, or calls to collect overdue accounts.***

- Must keep individual do not call lists
  - Handle request at the time of the telemarketing call
  - Grace period for voice and fax is 31 days
  - Request in effect for 3 years and 31 days
  
- Predictive dialing devices and call abandonment rates
  - Call is abandoned if not connected to agent within two (2) seconds
  - May not exceed, in any calendar month, 5% abandonment rate
  - Maintain records of abandonment rates for 3 years



# Telemarketing Rules



***Telemarketing Rules apply to all telemarketers, except for calls made for the purpose of opinion polling, market research, surveys, or calls to collect overdue accounts.***

- Restrictions on Automatic Dialing Announcing Devices (ADADs)
  - May not use for telemarketing unless have express consent from consumer to use ADADs
  - May be used for appointment reminders and thank you calls
- Exemptions to the Telemarketing Rules
  - Surveys or market research (not considered telemarketing)
  - Telemarketing via voicemail broadcast (Commission will monitor complaints)



## Telemarketing Rules



### Telecom Decision (Regulatory Policy) 2008-6

A telemarketer shall not initiate a telemarketing telecommunication on its own behalf or on behalf of a client unless it or the client has registered with, and provided information to, the National DNCL Operator.

The CRTC will procure a third party to be the Complaints Investigator Delegate. At that time, telemarketers will be required to pay the applicable fees to support investigations.

*Telemarketing Rules apply to all telemarketers, except for calls made for the purpose of opinion polling, market research, surveys, or calls to collect overdue accounts.*





## Who can be held liable for violations



- Telemarketers who telemarket on behalf of themselves
- Telemarketers who telemarket on behalf of clients (i.e. agencies)
- Vicarious Liability (s.72.02 of the Act)
  - Clients of telemarketers provided there is an agent/mandatary relationship
  - Employees

***Clients of telemarketing agencies are responsible for subscribing to the National DNCL***



# Complaints



**Complaints  
about National  
DNCL  
Telemarketing  
ADADS  
Rules**

- **Making a complaint**
  - By phone or online
  - Within 14 days
  - Require telephone number or name of telemarketer
  
- **National DNCL operator**
  - Collects complaints
  - *Prima facie* assessment
  - Forward to CRTC
    - Investigation
    - Enforcement



## CRTC roles and responsibilities



### *New Enforcement Powers*

- **Investigations**
  - Has a rule been violated?
  
- **Notices of violation and amount of AMP**
  - Examples of factors that will be considered
    - Nature of violation (minor, serious, very serious, negligent or intentional)
    - Number and frequency of complaints and violations
    - Relative disincentive of measure
    - Potential for future violation



## New Enforcement Powers



### ➤ **Administrative Monetary Penalty (AMP)**

- Each contravention of the Rules constitutes a violation
- Individual - Up to \$1,500
- Corporation - Up to \$15,000
- Payable to the Government of Canada

### ➤ **CRTC intends to make public the Notice of Violation (after opportunity to represent a defence)**

- Name of the violator
- Amount of the AMP
- Reason for the AMP



## Defences



**Section 72.1 of the  
Telecommunications  
Act**

### ➤ **Due Diligence \***

Demonstrates

- Telemarketing call resulted from an error and
- As part of routine business practice
  - Established and implemented adequate written policies and procedures to comply with the rules
  - Provides adequate ongoing training to employees
  - Has entered into an agreement between itself and a third party telemarketer requiring that the latter comply with the Unsolicited Telecommunications Rules.

*\* see Liability Section in the Rules for a complete list*

### ➤ **Common law**



## What telemarketers can do to prepare



*National DNCL  
launch date  
September 30*

- **Systems and processes**
  - Downloading of National DNCL and scrubbing of lists (31-day grace period)
  - Toll-free number or local number for consumer contact
  - Record Keeping Rules
  - Predictive Dialing Device Rules
- **Telemarketing and business processes**
  - Revise scripts (identification rules)
  - Process do not call request at time of call
  - Modify telemarketing faxes (12-point font and other rules)
- **Consent Rules**
  - Modify application and other consumer forms and contracts



# National Do Not Call List



## **Nancy Webster Cole**

Senior Manager, Telemarketing Regulation

[nancy.webstercole@crtc.gc.ca](mailto:nancy.webstercole@crtc.gc.ca)

819-934-6377

*Telecom Decision 2007-48*

<http://www.crtc.gc.ca/archive/ENG/Decisions/2007/dt2007-48.htm>

*Telecom Decision 2008-6*

<http://www.crtc.gc.ca/archive/ENG/Decisions/2008/dt2008-6.htm>

*Documents related to the National DNCL*

<http://www.crtc.gc.ca/eng/dncl.htm>

*Website to subscribe to the List*

<http://www.lnnte-dncl.gc.ca/index-eng.html>

100	\$7	\$700	\$7	\$5	\$3	\$1.50
200 +	consult your sales rep					

Each DNCQuickcheck ID receives an allotment of 2,000 numbers checked per month

\* available only as an addition to a DNCInteractive account or through [www.dncquickcheck.com](http://www.dncquickcheck.com)

\*\* DNCPhonecheck is an optional addition to a DNCQuickcheck ID; limit of 20 voice notes per ID

### **DNESolution**

<b>Monthly Scrubbing Allotment (Records)</b>	<b>Monthly Subscription*</b>	<b>Extra Processing Charges (per 1,000)</b>	<b>Admin/Mgr Log-In IDs</b>
250,000	\$325	\$1.50	3
500,000	\$500	\$1.25	6
1,000,000	\$750	\$1.00	9
2,250,000	\$1,125	\$0.75	12
4,500,000	\$1,500	\$0.50	20
9,000,000	\$2,250	\$0.50	30

\*A DNESolution subscription includes:

- up to 1 hour of phone-based training upon account set-up

Extra training is billed at \$100 per hour



## DNCInteractive™

### Do Not Contact Compliance For The Entire Enterprise

#### The DNCsolution™ compliance suite

- **DNCInteractive™**  
*Handle high volume call list scrubbing with DNCInteractive, the management platform of the DNCsolution compliance suite*
- **DNCNotification™**  
*Further automates the compliance process; ideal for longer campaigns*
- **EBRsolution™**  
*Correctly use the Established Business Relationship (EBR) exemption and take advantage of permissible exemptions*
- **DNCQuickcheck™**  
*Easy-to-use compliance solution for individuals or branch offices*
- **DNCDirector™**  
*Comprehensive data hygiene services for your company-specific Do Not Call list*
- **DNCAudit™**  
*Monitor and enforce your compliance activities through post-call data forensics on your calling campaign files*
- **DLMS (Do Not Call List Management Service)**  
*Compiled file of all DNC lists to flag database or load to internal scrubbing solution*

#### PossibleNOW Services

- **Managed Services**  
*Outsource any or all of your marketing compliance operation to the experts at PossibleNOW*

DNCInteractive™ is a comprehensive Internet-based solution for managing regulatory compliance and consumer privacy preferences. DNCInteractive lets companies or third party call centers handle high volume calling and marketing programs that ensure compliance with numerous regulations including state and federal Do Not Call laws, the CAN-SPAM Act, the disclosure of confidential consumer data associated with the Gramm-Leach-Bliley Act, and corporate privacy directives.

For Do Not Call compliance, DNCInteractive provides a host of features that go well beyond simply checking phone numbers. Establish a safe harbor defense with “best practice” operations, complete audit trails, thorough record keeping, and detailed reports.

DNCInteractive also manages internal databases with requests for Do Not E-mail, Do Not Fax and Do Not Mail. Satisfy privacy requirements by managing opt-in/opt-out preferences and honoring customer requests for nondisclosure of confidential data.

Discover why leading companies, including many of the largest direct marketers, rely on DNCInteractive every day.

#### What DNCInteractive Does

DNCInteractive is an Internet-based service that helps companies who sell products or services ensure compliance with state and federal Do Not Contact laws.

DNCInteractive includes features that set it apart from other compliance solutions.

#### Scrub phone numbers against all relevant Do Not Call databases; scrub fax numbers or e-mail addresses against internal Do Not Fax or Do Not E-mail lists.

With DNCInteractive, you have access to state, federal, internal, client-specific, and wireless call lists. Scrubbing lists before calling or faxing saves you time and ensures compliance. Scrubbing your e-mail lists prior to marketing campaigns facilitates compliance with legislation such as the CAN-SPAM Act.

#### Add DNC requests to your corporate or client lists.

Easily manage your calling and marketing lists, both corporate and client/project. Integrate Do Not Call, Do Not Fax, Do Not E-mail, and Do Not Mail requests from customers and prospects into your corporate database.

Automatically handle e-mail opt-out requests to keep lists current and ensure compliance with provisions of the CAN-SPAM Act. You can even track e-mail opt-out requests related to specific marketing campaigns.

#### Create projects for managing multiple campaigns .

If you work on behalf of multiple clients, DNCInteractive makes it easy to create and track multiple projects, including multiple campaigns, for your clients.

#### Archive campaign documents.

Comply with record-keeping requirements by archiving documents online.

#### Manage company-specific or internal Do Not Call lists.

Proper management of a company-specific DNC list is a critical element of compliance. DNCsolution includes tools such as date stamping, upload and scrub receipts, and reporting detail for more effective management.

#### Get trained on the Do Not Call laws.

Understand the correct procedures for compliance with Do Not Call laws. Provide online training to all of your outbound calling staff to ensure that you fulfill the federal requirement for DNC training.

#### Access geographic-specific call curfew information.

Find out instantly the allowable times for placing calls in your area.

#### Suppress calls to an entire state.

Use the Geo Entity Suppression feature to suppress an entire state in addition to using the state or federal filters. This feature lets you comply with those states who ban telemarketing calls on state holidays, for instance.

#### Create and fulfill your corporate Do Not Call policy or Privacy policy directly to consumers.

Use the Policy Wizard to create your company's Do Not Call policy or corporate Privacy Policy. Then, provide automatic delivery of your company or client's Do Not Call policy or your Privacy Policy with our fulfillment services.

#### Identify “Established Business Relationship” rules and other relevant exemptions.

Boost your sales efforts by identifying consumers that you can contact.

#### Access detailed reports.

Defend against unwarranted complaints with detailed reports on your compliance efforts.



## DNCInteractive Advantages

DNCInteractive's Internet-based design and comprehensive feature set saves you time, money and effort.

Look at these distinct advantages:

- **Easy Access** – All you need is Internet access and a standard Web browser. There's no software to buy or install, and no need to change your long distance service provider.
- **Rapid Deployment** – DNCInteractive is Internet-based so you can get started at once, even if you have hundreds of users. There's no disruption to users when new features or enhancements are added.
- **Easy-to-use** – DNCInteractive offers a simple point & click interface and requires minimal user training. On-screen prompts guide you through each step.
- **Automated routines** – Save time and effort by creating automated routines for call lists with **FTP** push/pull routines.

Or, use **Web Services** to streamline compliance by checking phone numbers against single filter or multiple filter sets. Web Services are ideal for smaller campaigns with record sets of 1,000 numbers or less. Call centers can use Web Services to instantly check the Do Not Call status of a single phone number.

Use **DNCNotification™** to further automate call list scrubbing to more easily comply with the requirement to scrub against the federal Do Not Call list every 31 days.

- **Security** – Meet the privacy requirements of your sellers with our secure online connections.
- **SAN Management & Number Research tools** – Access seller tools for SAN management and company call list management. Use real-time number research tools for a complete history of any phone number and any scrub.
- **Stay current on DNC regulations** – Keep up-to-date on laws and regulations by accessing regulatory information.
- **Cost-effective** – A low monthly subscription fee gets you complete, comprehensive Do Not Contact compliance.

## All You Need To Establish A Safe Harbor Defense

DNCInteractive serves as the operating and reporting foundation for the entire DNCsolution™ suite of compliance services. DNCInteractive logs all compliance activities including DNC policy creation, agent training, list scrubbing, and storage of campaign records.

This comprehensive compliance reporting helps fulfill the Do Not Call requirements mandated by law. It also provides the documentation necessary to provide a safe harbor defense against any unwarranted DNC complaints.

Should your company ever face a Do Not Call claim from a state or federal entity, you can seek the safe harbor defense by accessing the system reporting to substantiate that:

- You maintain a Do Not Call policy and send it to consumers upon request
- You train all employees on the Do Not Call laws
- You maintain the state and federal Do Not Call lists
- You maintain a company-specific Do Not Call list
- All of your employees check phone numbers against all relevant Do Not Call lists prior to placing any calls