

GOVERNMENT

Most telemarketer fees to access US Federal Trade Commission's no-call registry to increase in fiscal 2021

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The Federal Trade Commission is the United States government's consumer watchdog. Image credit: Federal Trade Commission

By LUXURY DAILY NEWS SERVICE

As luxury brands and retailers increasingly rely on home-targeted retail including ecommerce and phone-based outreach, it bears to keep in mind that most telemarketer fees to access the U.S. Federal Trade Commission's National Do Not Call Registry will increase in fiscal year 2021.

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Most of the annual fees will increase slightly from fiscal year 2020, the Washington-based FTC said. The increased rates are set forth in a proposed [Federal Register notice](#).

Numbers gain

All telemarketers calling consumers in the United States are required to download the numbers on the National DNC Registry to ensure they do not call people who have registered their phone numbers, per the FTC regulations.

The first five area codes are free to download. Organizations that are exempt, such as some charitable organizations, may receive the entire list for free.

Telemarketers are required to subscribe each year for access to the registry numbers.

Most fiscal year 2021 registry access fees will increase slightly based on the re-evaluation required by the DoNotCall Registry Fee Extension Act of 2007.

Under the Act's provisions, in fiscal year 2020 telemarketers will now pay \$66 for yearly access to registry phone numbers in a single area code, marking an increase of \$1 from fiscal year 2020.

The maximum charge to any single entity for accessing all area codes nationwide will now be \$18,044, up from \$17,765 in fiscal year 2020.

The fee for accessing an additional area code for a half-year will increase \$1 in fiscal year 2021, from \$32 to \$33.

The FTC vote authorizing publication of the Federal Register notice announcing the new fees was 3-0-2, with

Commissioners Rebecca Kelly Slaughter and Christine S. Wilson not participating, per the federal agency.

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