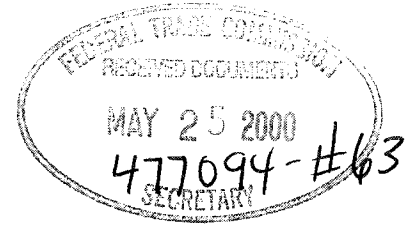


May 19, 2000

Office of the Secretary
Federal Trade Commission
Room 159
600 Pennsylvania Avenue, NW
Washington, DC 20580



RE: Telemarketing Review – Comment
FTC File No. P994414


I am writing this letter to comment on one aspect of the Telemarketing Sales Rule. This Rule clearly states that telemarketing firms are prohibited from calling a consumer who has asked to be removed from the call list, or who has asked not to be called again.

In this day and age of technology, Caller Identification is a valuable tool to consumers. As a consumer with a listed telephone number, I am harassed by telemarketers on a regular basis. The telemarketing firms whose numbers show up on my Caller ID unit immediately honor my request when I ask to be removed from their call list. The firms whose telephone numbers show up as "UNAVAILABLE" (are calling from a PBX system) continue to call even after I have requested numerous times not to be called again. Also, these same firms will call my house repeatedly (*12 times in 15 minutes*) if I let my answering machine pick up. Of course they do not leave messages. For the telemarketing firms who use automated sales pitches, how can I tell them to remove me from their call list? I most certainly will not wait until the sales pitch is over to make this request!

If this law is to truly work to the benefit of the consumer, please allow a method to trace the telemarketing firms who are less than honorable. Force them to make their telephone numbers and the name of the firm available to consumers on Caller Identification units. This will allow the consumer to track which firms are calling, and how often. This is especially important if she has already requested removal from a call list. While it is reasonable to request that the consumer ask for and write down this information, why place the burden on the consumer? Having the appropriate information appear on Caller ID will assure accuracy.

Also, eliminate the automated sellers. They give the consumer no chance to tell the firm that she is not interested, nor do they give the consumer the opportunity to request not to be contacted again.

Sincerely,


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