



STRATEGIC VOICE BROADCASTING

5218 Atlantic Avenue • Suite 202 • Mays Landing, New Jersey 08330-2003



December 14, 2006

Federal Trade Commission/Office of the Secretary
Room H-159 (Annex K)
600 Pennsylvania Avenue, N.W.
Washington, DC, 20580

Attn: Mr. Craig Tregillus

Dear Craig,

Enclosed please find four copies of our comment as a follow-up to our November 3rd meeting.

Please feel free to contact us with any questions or comments. We welcome the opportunity to provide you with a complete demonstration of the Global Connect system.

Sincerely,

Craig Bird
President and CEO



**Federal Trade Commission
(FTC)**

**Response to Telemarketing Sales Rule
(TSR)**

RIN: 3084-0098

16 CFR Part 310

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OVERVIEW

To include in the final TSR the FTC's initial Safe Harbor Provision for making unsolicited prerecorded telemarketing calls which includes the four following provisions plus an additional provision for messages left on answering machines:

- Allow the telephone to ring for a total of 15 seconds or four rings before disconnecting.
- Play a prerecorded message within two seconds of the called party's completed greeting.
- Give the called party an opportunity to assert a permanent company-specific Do Not Call request at the outset of the message for the current call and for all future calls.
- Ensure that the message complies with all other requirements of the TSR and other applicable state and federal laws.
- Additionally, for messages left on answering machines, the message must include a toll free number to call that would enable the consumer to be put on a permanent Do Not Call list.

OVERVIEW

Global Connect Overview

- ❖ Global Connect, is a privately owned and operated LLC company based in Mays Landing , New Jersey providing Voice Broadcasting services to diversify markets since October 2002: Those markets are but not limited too Financial, Schools, Retail, Entertainment/Hospitality, Casinos and Emergency Services.
- ❖ Global Connect offers a web-based system that utilizes Voice Over Internet Protocol to deliver prerecorded messages to designated phone numbers. The system does not require the purchase of software or hardware. A unique feature of the Global Connect system is the ability to capture recipient responses via a telephone key push. Utilizing the telephone key pad, the system can capture polling responses, connection to a representative in addition to placing a recipient's phone number in a company specific Do Not Call list. The web-based management console contains real time on-line reports to review and analyze call results for each client. Reports can gather lack of a response, invalid phone numbers, busy signals, no answer and more. In addition, the Global Connect system provides call tracking in regards to date and time of the call, when the call was answered by the recipient, how long the recipient listen to the message and when the call was concluded.

OVERVIEW

Global Connect Overview (cont.)

- ❖ Although several segments of our customer base will be unaffected by the proposed change to the TSR, we are addressing the proposed change as it will mostly affect our retail, entertainment/hospitality and casino segments of our clientele. The most affected customer in this segment is the hotels, casinos, and entertainment venues. Our voice messaging system is used by many casino companies throughout the United States and Canada to notify their customers of complimentary room upgrades, free buffets, free entry into drawings and tournaments, complimentary show tickets, promotions, giveaways, and special events. The casinos/hotels have actually carved out a niche in the voice broadcasting marketing because these types of “up-selling” messages are phone calls that the recipients desire to receive. These calls/offers are a reward for their membership in the hotel club. Entry into the club is free, no purchase is necessary.
- ❖ Enclosed in this document is a report containing a sampling of recent broadcasts in which the opt-out percentage of customers who answered the call was less than 2%. This low percentage is evidence of the unique niche that these clients have carved out in the voice broadcasting market. This percentage is in great contrast to the opt out % documented in the proposed regulations. All customers who utilize Global Connect follow the established TSR in regards to business relationship and only call customers, which are established customers of their organization.

ANALYSIS

VMBC Safe Harbor Proposal

- ❖ VMBC filed a petition with the FTC to add additional safe harbor options for abandonment call provisions by having businesses sending prerecorded messages to consumers with whom they have a business relationship.
- ❖ Under VMBC proposed model, prerecorded messages would give the called party an opportunity to assert a company-specific Do Not Call request. The messages would allow the called party to do so either by pressing a button on the telephone keypad to speak to a representative at any time during the message, or alternatively by dialing a toll free number that would connect to a representative.
- ❖ The proposal did not include an option for the consumer to press a button on the Telephone Key Pad at the beginning or at the end of the message to permanently opt out of the message and all future messages.

ANALYSIS

FTC Initial Proposal . . . Notice of Proposed Rule Making (NPRM)

❖ Initially, the NPRM included a Safe Harbor Proposal that would have amended the TSR to allow telemarketing messages to established customers. There are four provisions which are:

- Allow the telephone to ring for a total of 15 seconds or four rings before disconnecting.
- Play a prerecorded message within two seconds of the called party's completed greeting.
- Give the called party an opportunity to assert an company-specific Do Not Call request at the outset of the message, with certain required disclosures.
- Ensure that the message complies will all other requirements of the TSR and other applicable state and federal laws.

Global Connect concurs with all four provisions and believes the permanent opt out protects the consumers and provides selectivity that allows consumers who want to receive the messages to receive them.

ANALYSIS

The Primary Objections for Industry Opposing the FTC Safe Harbor Proposal are:

- ❖ Disclosure at the onset would result in a large number of Do Not Call requests, and might confuse consumers who would otherwise wish to hear the message.
- ❖ Many objected that the interactive technology, either to connect to a representative or to make the automated Do Not Call request, is costly, burdensome, and not widely available.
- ❖ Some stated that the interactive features would not function properly.
- ❖ Global Connect disagrees with the primary objections to the safe harbor requirement. See the following section on how Global Connect works. Global Connect has been using the Opt Out option since 2003 which illustrates that it has not been confusing to the consumers, and is easy to use and functions properly with instant reports.

ANALYSIS

Informational Messages

- ❖ Most consumers want to continue to receive prerecorded informational messages.
- ❖ However, some informational messages, although primarily informational, may have some small promotional message incorporated within the informational message.
- ❖ To alleviate any ambiguity between an informational message and a promotional message, Global Connect recommends that the permanent Opt Out Option be given to the consumer at the beginning of every message.

Business Relationships

This information on business relationship is included only for informational purposes and is not part of our recommendation.

- ❖ Most unwanted calls would be eliminated if the business relationship between the company and the consumer was narrowed to eliminate the phone numbers collected in promotional and prize drawings and eliminate affiliate company customers.

HOW GLOBAL CONNECT DO NOT CALL OPT OUT WORKS

How Global Connect Works

❖ The System

The Global Connect web management console provides a wizard-style form for creating broadcast messages. No microphone or audio equipment is required other than a telephone or cell phone. Messages may be created by recording audio over the phone, by using pre-recorded audio files or by entering text which is then converted to audio (text-to-speech). Messages can be recorded all at once or built and assembled from multiple segments.

The Global Connect system contains built-in tools for end-users to quickly upload call lists (customer names, account numbers, and phone numbers) from spreadsheets or text files and also provides data-entry forms for direct input of names and phone numbers. Once data is loaded, the management console provides tools for building new call lists by selecting, sorting, and filtering names/account numbers from the database.

End users can create interactive messages that prompt the call recipient to respond with key presses. The system can react interactively to each key press. A simple but typical use of this feature is to offer the call recipient the option to press a 9 key to speak to a representative. Another option would be for the end users to enable the confirmation keys to give the call recipient the opportunity to hear the message in English or Spanish

HOW GLOBAL CONNECT'S DO NOT CALL OPT OUT WORKS

The System (cont.)

("Para Espanola, oprimo el numero uno.") For example, this feature might be used to acknowledge the correct person received the message, confirm attendance at a promotion or an event or to collect opinions via a survey. All responses (key presses) are collected and are available as reports on the web management console. This feature is automatically enabled by the end user placing a check mark in the box to the left of the Choose Action Keys located on the broadcast creation page. (see sample screen print contained in report).

By enabling the confirmation key and including direction in the message to push a key to continue to receive phone calls from the specific hotel, all clients could begin to build a database of customers opting in to receive future calls. The results can be instantly viewed via our real-time on line report and can be easily exported by the Client.

❖ Do Not Call Automation and Capture

Global Connect's state-of-the-art technology has automated the process and allowed customers to place themselves on a company specific, permanent Do-Not-Call List, by pushing the 7 key on their phone anytime during the broadcast. When the end user enables the automated opt out feature by placing a check mark in the box to the left of the (7) Opt out Action Key, each customer who pushes the 7 key on their phone is automatically placed in the company specific do not call list and will never

HOW GLOBAL CONNECT DO NOT CALL OPT OUT WORKS

Do Not Call Automation and Capture (cont.)

receive another call from that company or organization. This is accomplished by the Global Connect system scrubbing the data during the import function. If a telephone number is matched against the Do Not Call List, the matched phone number will be eliminated from the call campaign. The call recipient is not required to speak with a company representative, it is a seamless process. Global Connect has been successfully providing this capability to their customers since 2002.

❖ Corporate Do Not Call Automation

Global Connect embellished the Do Not Call automated function by adding a Corporate Do-Not-Call List Loop program for all corporate companies using the Global Connect System. As part of the initial system start up phase, each property in the corporation is provided a user name, a unique password and is added to the companies Do Not Call List Loop. When a broadcast is established and scheduled, Global Connect's system opens the "Loop" and scrubs the campaigns phone numbers against the "Loop" numbers stored at each of the individual companies site. If the phone number from the newly established broadcast is matched in the "Loop" the matched number will be eliminated from the call campaign.

CREATE A VOICE BROADCASTING CAMPAIGN USING THE GLOBAL CONNECT VOICE BROADCASTING SYSTEM.

The system requires a telephone with a direct line access and a computer with an Internet connection.

The Global Connect website located at www.gc1.com, will take you step by step through the process.

1. Obtain a Global Connect user name and a unique password by contacting Global Connect.
2. Create call groups by importing an existing database.
3. Establish a broadcast. Record your message(s), one for live answer and one for machine/voice mail or even a prerecorded message. Attach your call group to the broadcast.
4. Send your message immediately or schedule it for later and let the system takeover.

Start to finish time, 15 to 20 minutes.

HOW GLOBAL CONNECT DO NOT CALL OPT OUT WORKS

How broadcast is set up with the opt out provision

Global Connect
STRATEGIC VOICE BROADCASTING

COMPANY INFO MANUAL HOME

Welcome Hotel X
Time: 1:24 PM EST
Time Zone: Eastern
Language: English [LOGOUT]

News Reports Call Accounting Preferences

When this box is checked, all customers who push 7 are automatically placed in the Do Not Call list

Edit Broadcast #

Choose Message

Broadcast # #: 22
Description: 200+ 3NTS Oct 29 - 31

Message 1: (Live Answer)
Record Later [M] [U] Record Import / Copy Build

Message 2: (Machine)
Same as Live Answer [M] Record Import / Copy Build

Linkback Whisper: No Whisper [M] Repeat: None [M] Build

Linkback Input: 1 [M]

Linkback Hold 1: Please Hold, Connecting [M] [L] Record Import / Copy

Linkback Hold 2: Pleno - Bach [M] [L] Record Import / Copy

Choose Actions

BASIC

- (9) Link Call
- (7) Optout
- (2) Repeat
- (1) Voice Mail
- All Keys Linkback
- Live Deliveries Only
- Machine Deliveries Only

ADVANCED

- (6) Confirmation Key
- (5) Confirmation Key
- (4) Confirmation Key
- (3) Confirmation Key
- Record Linkback
- Hang Up On Confirm
- Repeat Message

Call attempts: 2 [M]
Minimum delay: 30 mins [M]
Busy Redials: 0 [M]

Choose Lines

Maximum Outbound Lines: (Select 1-200) 75 Need Help Calculator?

Maximum Inbound Lines: Less Than Outbound Lines 5

Allow Duplicates?

Available Call Lists

- PAL J V Cheerleader.txt
- PAL J V Cheerleader.txt (errors)
- 37808_created_import.txt (cell phones)
- chris test (cell phones)
- Beths test w/ Chris
- 1 Key test list - beths cells (cell phones)
- Text to speech test phone number
- Eldorado test
- Notifications test call group
- Test call list nov 2005
- Test Call List November 2005.txt


[ADD] [REMOVE] [DONE] [CANCEL]

Call Lists In This Broadcast

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HOW GLOBAL CONNECT DO NOT CALL OPT OUT WORKS

Sample Report Summary



Global Connect
STRATEGIC VOICE BROADCASTING

[COMPANY INFO](#) [MANUAL](#) [HOME](#)

Welcome Hotel X
 Time: 1:54 PM CST
 Time Zone: Central
 Language: English
 [LOGOUT](#)

[News](#)
[Reports](#)
[Call Lists](#)
[Broadcasts](#)
[Schedule](#)
[Accounting](#)

2006, Oct > [Broadcast Number 376911 \(Combined Report\)](#) >

Report Summary [PRINTABLE FORMAT](#)

Total Scheduled	Attempts	Attempts with Recalls	Remaining	Start Time	End Time	Minutes : Seconds	Charge
3076	2699 (88%)	3453 (114%)	1		11:02AM CDT	2359 : 48	\$266.36

Call Results:

Answered	Machine	No Answer	Valid	Do Not Call	Timed Out	Cancelled
1007 (37%)	1239 (46%)	184 (7%)	189 (10%)	0	0	7

Action Keys:

0	1	2	3	4	5	6	7	8	9
2 (0%)	10 (1%)	62 (6%)	9 (1%)	3 (0%)	3 (0%)	1 (0%)	14 (1%)	4 (0%)	16 (2%)

[Link Back Reports](#)

+Link Back Details

Total Link Back/Answered	Total Link Back/Talk Off	Dropped at Transfer	Dropped at Hold	Total Link Back Dropped
15 (1%)	12 (80%)	3 (100%)	0	3 (20%)

+Link Back Statistics(Averages)

Message	Transfer	1 Key Connect	Talk Off	Total Time	Cost
34	18	1	166	3 : 06	\$0.15

Filter Options:

Limit number of results. **Sort Options:** Choose result order.

[View as Report](#) [View Charts](#) [Import to Call List](#) [Open in Spreadsheet](#) [Open as Text](#)
[Download Recordings](#) [Scramble Report](#)

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Shows that 14 customers (1% of all) pressed 7 key to opt-out

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HOW GLOBAL CONNECT DO NOT CALL OPT OUT WORKS

Sample Do Not Call List



STRATEGIC VOICE BROADCASTING

BROADCAST REPORT

[GO BACK](#) [PRINT REPORT](#)

Client Name: Hotel X Date: 10/31/2006 1:55
 Broadcast Name: Report for '200+ 3NTS OCT 29-31' Broadcast, containing:
 Filter Option: Only 7 Key
 Broadcast Date/Time: Fri, Oct 13 10:00AM CDT

Report Summary

Total Scheduled	Attempts	Attempts with Recalls	Remaining	Start Time	End Time	Minutes : Seconds	Charge
3076	3076	3823	0	10:00AM CDT	11:02AM CDT	15 : 18	\$1.72

Call Results:

Answered	Machine	No Answer	Busy	Fax	Invalid	Do Not Call	Timed Out	Cancelled
14	0	0	0	0	0	0	0	0

Action Keys:

0	1	2	3	4	5	6	7	8	9
0	1	1	0	0	0	0	14	1	0

Filter Options:

Only 7 Key
 Limit num
 View Ch
 Scramb

Sort Options:

Choose result order.
 Open in Spreadsheet Open as Text Download Recordings

Phone numbers for customers who chose to opt-out

Results:

Time	Phone #	Account Number 1	Result	0	1	2	3	4	5	6	7	8	9	Len	Cost
10:01	9475417369	11802097041	Answered								7			60	\$0.11
10:02	3186369364	12000004429	Answered								7			114	\$0.21
10:03	3184268699	12000149001	Answered								7			66	\$0.13
10:03	3186359818	12000203855	Answered								7			66	\$0.13
10:04	3189330388	12000246121	Answered		2						7			120	\$0.22
10:05	3186457801	12000624946	Answered								7			60	\$0.11
10:07	9036949305	12001289386	Answered								7			60	\$0.11
10:08	4178630252	12101215914	Answered								7			60	\$0.11
10:11	9543213636	12501487313	Answered								7			60	\$0.11
10:11	7854630133	12901261843	Answered								7			60	\$0.11
10:12	3125457756	13606725381	Answered								7			12	\$0.06
10:14	3188692671	15000372162	Answered								7			66	\$0.13
10:16	9042731372	15001787946	Answered		1						7	8		36	\$0.07
10:17	9036692928	10403525624	Answered								7			60	\$0.11

HOW GLOBAL CONNECT'S DO NOT CALL OPT OUT WORKS

Sample Message with Opt Out at the End

❖ Live Message

- Hi, this is George calling from Hotel X with a special offer just for you. To thank you for your continued patronage we are offering you two FREE tickets to see the Star Band on Friday, November 3rd at 9:00pm. To reserve your two complimentary tickets, press the 9 key on your phone now or call us later at 888-888-8888. Seats are limited and are based on availability, so please reserve yours now. We look forward to seeing you at this incredible event. If you have received this call in error or would like to be removed from our call list, please press the 7 Key now.

❖ Machine Message

- Hi, this is George calling from Hotel X with a special offer just for you. To thank you for your continued patronage we are offering you two FREE tickets to see the Star Band on Friday, November 3rd at 9:00pm. To reserve your two complimentary tickets, call us at 888-888-8888. Seats are limited and are based on availability, so reserve yours now. We look forward to seeing you at this incredible event. If you have received this call in error or would like to be removed from our call list, call 888-888-8888.

HOW GLOBAL CONNECT'S DO NOT CALL OPT OUT WORKS

Sample Message with Opt Out at the Beginning

❖ Live Message

- This is a complimentary offer from Hotel X, if you no longer wish to receive future offers from Hotel X, press the 7 key now. To thank you for your continued patronage we are offering you two FREE tickets to see the Star Band on Friday, November 3rd at 9:00pm. To reserve your two complimentary tickets, press the 9 key on your phone now or call us later at 888-888-8888. Seats are limited and are based on availability, so reserve yours now. We look forward to seeing you at this incredible event.

❖ Machine Message

- This is a complimentary offer from Hotel X, if you no longer wish to receive future offers from Hotel X, call at 1-888-888-8888 to be removed from our calling list. To thank you for your continued patronage we are offering you two FREE tickets to see the Star Band on Friday, November 3rd at 9:00pm. To reserve your two complimentary tickets, call us at 888-888-8888. Seats are limited and are based on availability, so reserve yours now. We look forward to seeing you at this incredible event.

Global Connect

STRATEGIC VOICE BROADCASTING

Date	Client	File Size	Live Answered	Percentage of Live Answer	Machine Answered	Machine Answered Percentage	Opt-Out	Opt-Out Percentage of Live	Length of Message	Time of Opt-Out in Seconds	Number/Percentage of Customers Who Listened to Message up to Opt-Out Message		Number/Percentage of Customers Who Disconnected Prior to Opt-Out Message		Type of Offer
Oct. 6, 2006	A	4,695	1,711	36%	1,654	35%	25	1.461%	:46	:43	997	58%	714	42%	Comp Room
Oct. 6, 2006	B	8,742	1,248	14%	1,350	15%	23	1.843%	:51	:48	619	50%	629	50%	Show Invite
Oct. 6, 2006	C	425	172	40%	179	42%	3	1.744%	:41	:35	132	77%	40	23%	Flight & Room
Oct. 6, 2006	D	27,032	7,295	27%	9,429	35%	93	1.275%	:48	:46	3,198	44%	4,097	56%	Comp Room
Oct. 6, 2006	E	22,033	7,609	35%	7,519	34%	191	2.510%	1:37	1:30	2,888	38%	4,721	62%	Giveaway
Oct. 11, 2006	F	26,161	12,148	46%	10,183	39%	246	2.025%	:33	:27	8,014	66%	4,134	34%	Promotional Reminder
Oct. 11, 2006	G	3,163	1,031	33%	1,294	41%	18	1.746%	:56	:48	539	52%	492	48%	Promotional Reminder
Oct. 11, 2006	H	43	28	65%	10	23%	1	3.571%	1:27	1:20	10	36%	18	64%	Free Room
Oct. 11, 2006	I	5,118	835	16%	710	14%	8	0.958%	:53	:48	413	49%	422	51%	October Specials
Oct. 12, 2006	J	11,959	3,374	28%	1,907	16%	51	1.512%	:56	:51	2,466	73%	908	27%	Free Room
Oct. 13, 2006	K	7,064	2,356	33%	2,986	42%	41	1.740%	:42	:42	1,537	65%	819	35%	Triple Point Promotion
Oct. 13, 2006	L	3,076	1,007	33%	1,239	40%	14	1.390%	:50	:50	345	34%	662	66%	Free Room
Oct. 16, 2006	M	5,063	1,562	31%	1,043	21%	31	1.985%	:56	:52	971	62%	591	38%	Free Room
TOTAL FILES		124,574	40,376	34%	39,503	31%	745	1.828%							

Global Connect
STRATEGIC VOICE BROADCASTING

Date	Client	File Size	Live Answered	Percentage of Live Answer	Opt-Out	Opt-Out Percentage of Live	Length of Message	Time of Opt-Out in Seconds	Number of Customers / % Who Listened for 1-18 Seconds	Number of Customers / % Who Listened for 19-42 Seconds	Number of Customers / % Who Listened for 43+ Seconds	Type of Offer
Oct 6, 2006	Boomtown Bossier	4,695	1,711	36%	25	1.461%	:46	:43	268 - 16%	541 - 32%	902 - 53%	Comp Room
Oct 6, 2006	Belterra Casino	8,742	1,248	14%	23	1.843%	:51	:48	155 - 12%	474 - 38%	619 - 50%	Show Invite
Oct 6, 2006	Harrah's Reno	425	172	40%	3	1.744%	:41	:35	18 - 10%	57 - 33%	94 - 55%	Flight & Room
Oct 6, 2006	Horseshoe Bossier City	27,032	7,295	27%	93	1.275%	:48	:46	943 - 13%	3154 - 43%	3198 - 44%	Comp Room
Oct 6, 2006	Par-a-Dice	22,033	7,609	35%	191	2.510%	1:37	1:30	886 - 12%	2782 - 37%	3941 - 52%	Giveaway
Oct. 11, 2006	Charles Town Races & Slots	26,161	12,148	46%	246	2.025%	:33	:27	1822 - 15%	10271 - 85%	55 - .04%	Promotional Reminder
Oct. 11, 2006	Harrah's Reno	3,163	1,031	33%	18	1.746%	:56	:48	156 - 15%	336 - 33%	539 - 53%	Promotional Reminder
Oct. 11, 2006	Harrah's Rio Nevada	43	28	65%	1	3.571%	1:27	1:20	3 - 11%	3 - 11%	22 - 78%	Free Room
Oct. 11, 2006	Isle of Capri Biloxi	5,118	835	16%	8	0.958%	:53	:48	129 - 15%	291 - 35%	415 - 50%	October Specials
Oct. 12, 2006	Seneca Niagra Corp.	11,959	3,374	28%	51	1.512%	:56	:51	179 - .05%	654 - 19%	2541 - 75%	Free Room
Oct. 13, 2006	Foxwoods Resort & Casino	7,064	2,356	33%	41	1.740%	:42	:42	311 - 12%	685 - 29%	1360 - 58%	Triple Point Promotion
Oct. 13, 2006	Horseshoe Bossier City	3,076	1,007	33%	14	1.390%	:50	:50	177 - 18%	448 - 44%	382 - 38%	Free Room
Oct. 16, 2006	Seneca Niagra Corp.	5,063	1,562	31%	31	1.985%	:56	:52	103 - .07%	431 - 28%	1028 - 66%	Free Room
TOTAL FILES		124,574	40,376	34%	745	1.828%						

HOW GLOBAL CONNECT'S DO NOT CALL OPT OUT WORKS

Express Written Permission Alternative

The proposed changes to the existing TSR would require express prior written permission to deliver prerecorded messages to designated phone numbers. We believe there is viable alternative to obtaining written consent to protect consumers from receiving unwanted telephone calls. We propose that all messages in a call campaign would start with the following verbage: “Hello, this is a complimentary offer from (Hotel X), if you no longer wish to receive future offers via the phone from Hotel X, press the 7 key now”. After pressing the 7 key to opt out the recipients’ phone number would be added to a company specific Do Not Call List and will never be called again.

We believe that this is a superior way for the following reasons:

- It protects consumers from receiving unsolicited prerecording telemarketing calls and at the same time allows those consumers who want to receive the calls to continue receiving them.
- It allows consumers to selectively opt in to receive telephone messages without having to respond to direct mail.

HOW GLOBAL CONNECT'S DO NOT CALL OPT OUT WORKS

Express Written Permission Alternative (cont.)

- It serves as a safe harbor for informational messages that some people may interpret as promotional information.
- Securing prior written permission would be labor intensive, costly and disruptive to conducting normal business for the following reasons:
 - i. Some of these databases have been developed over many years and have several million customers in the file. Any effort to modify or change processes dealing with these databases is very difficult and involves several departments and many employees.
 - ii. To secure written permission would require the company employees to contact the customers either by sending a letter, making a personal telephone call. New procedures would need to be established to contact the customers when they come in contact with company employees.
 - iii. Once contacted and the permission is secured then the data has to be input into the system and verified that it was input accurately.

RECOMMENDATION

To include in the final TSR the FTC's initial Safe Harbor Provision for making unsolicited prerecorded telemarketing calls which includes the four following provisions plus an additional provision for messages left on answering machines:

- Allow the telephone to ring for a total of 15 seconds or four rings before disconnecting.
- Play a prerecorded message within two seconds of the called party's completed greeting.
- Give the called party an opportunity to assert a permanent entity-specific Do Not Call request at the outset of the message for the current call and for all future calls.
- Ensure that the message complies with all other requirements of the TSR and other applicable state and federal laws.
- Additionally, for messages left on answering machines, the message must include a toll free number to call that would enable the consumer to be put on a permanent Do Not Call list.

❖ **Why this Recommendation Meets the Objectives of the FTC and the Consumers**

- It protects consumers from receiving unsolicited prerecording telemarketing calls and at the same time allows the consumers with selectivity either to receive the calls or to opt out with the press of a button.

RECOMMENDATION (cont.)

- It allows consumers to opt in to receive telephone messages without having to deal with direct mail or live answer calls from a telemarketing person.

Why this Recommendation Meets the Objectives of the FTC and the Consumers (cont.)

- It serves as a safe harbor for informational messages that some people may interpret as promotional information.
- This recommendation is fair for companies and consumers and is easy and inexpensive to accomplish.