

FTC Consumer Alert

Federal Trade Commission ■ Bureau of Consumer Protection ■ Division of Consumer & Business Education

The Truth About Cell Phones and the Do Not Call Registry

*Despite Viral E-mail,
It Is Not Necessary to Register Cell Numbers*

Consumers do not need to register cell phone or wireless numbers on the National Do Not Call Registry to be protected from most telemarketing calls to those numbers, despite viral e-mail messages saying otherwise. Consumers may place their cell phone number on the Do Not Call Registry to notify marketers that they don't want to get unsolicited telemarketing calls, but federal regulations already prohibit most telemarketing targeted to cell phones.

The truth about cell phones and the Do Not Call Registry is:

- The government is **not** releasing cell phone numbers to telemarketers.
- There is **no** deadline for registering a cell phone number on the Do Not Call Registry.
- Federal Communications Commission (FCC) regulations prohibit telemarketers from using automated dialers to call cell phone numbers. Automated dialers are standard in the industry, so most telemarketers are barred from calling consumers' cell phones without their consent.
- There is only **one** Do Not Call Registry, operated by the Federal Trade Commission (FTC), with information available at **donotcall.gov**. There is no separate registry for cell phones.
- The Do Not Call Registry accepts registrations from both cell phones and land lines. To register by telephone, call **1-888-382-1222** (TTY: 1-866-290-4236). You must call from the phone number that you want to register. To register online (**donotcall.gov**), you will have to respond to a confirmation e-mail.
- If you have registered a mobile or other telephone number already, you don't need to re-register. Once registered, a telephone number stays on the Do Not Call Registry until the registration is canceled or service for the number is discontinued.

The FTC works for the consumer to prevent fraudulent, deceptive, and unfair business practices in the marketplace and to provide information to help consumers spot, stop, and avoid them. The FTC manages the National Do Not Call Registry, which gives consumers a choice about getting telemarketing calls at home. To register a number, log on to **donotcall.gov**, or call toll-free, **1-888-382-1222**; TTY 1-866-290-4236.

July 2010