

From: Bob Horick <b_horick@yahoo.com>
To: FTC.SERIOUS("tsr@ftc.gov")
Date: 4/12/02 11:11PM
Subject: Telemarketing Sales Rule

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

Dear Secretary:

I am writing in support of the comments submitted by the Electronic Privacy Information Center and others regarding proposed changes to be made in the Telemarketing Sales Rule. I wish to endorse enthusiastically all the proposals made by this group. In particular I wish to emphasize the following points:

The FTC should create a national do-not-call registry for individuals who wish to avoid sales calls. Individuals should be able to enroll by postal mail, e-mail, by dialing a toll-free number, or by submitting a phone number on a web page. Enrollment should be a simple process with a minimum amount of authentication.

The FTC should place an affirmative obligation on telemarketers to transmit caller ID information every time a sales call is initiated. Telemarketers should transmit an accurate, listed phone number of their customer service department.

The FTC should require all telemarketers to improve their autodialer technology so that there are no "abandoned" calls.

The FTC should ban the collection of billing information from anyone other than the consumer, and the disclosure of billing information to any person to use in telemarketing.

The FTC should explore ways of making all commercial entities who engage in telemarketing, including banks and common carriers, subject to the standards in the Telemarketing Sales Rule.

I hope you will heed the call of virtually every consumer in the USA to end the blight on our lives caused by these repeated invasions of our privacy.

Yours truly,

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