

**State and Federal Abandonment Rates**

<b>Jurisdiction</b>	<b>Abandonment Rate</b>	<b>Citation</b>
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This chart is not to be used as a substitute for legal counsel.

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Page 1 of 4  
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Federal		
TSR <sup>1</sup>	<ol style="list-style-type: none"> <li>1. A seller or telemarketer must employ technology ensuring abandonment of no more than 3 % of calls answered by a person, measured per calling campaign (if less than 30 days), or separately over each successive 30 day period that the campaign continues.</li> <li>2. A seller or telemarketer, for each telemarketing call placed, must allow the telephone to ring for at least fifteen (15) seconds or four (4) rings before disconnecting an unanswered call.</li> <li>3. Whenever a sales representative is not available to speak with the person answering the call within two (2) seconds after the person's completed greeting, the seller or telemarketer must promptly play a recorded message that states the name and telephone number of the seller on whose behalf the call was placed.</li> <li>4. A seller or telemarketer, in compliance with 16 C.F.R. § 310.4(b)-(d) must retain records establishing compliance with (1) through (3) above.</li> </ol>	<p>16 C.F.R. § 310.4(b)(4)(i)</p> <p>16 C.F.R. § 310.4(b)(4)(ii)</p> <p>16 C.F.R. § 310.4(b)(4)(iii)</p> <p>16 C.F.R. § 310.4(b)(4)(iv)</p>

<sup>1</sup> \*A call is "abandoned" if a person answers it and the telemarketer does not connect the call to a sales representative within two (2) seconds of the person's completed greeting. 16 C.F.R. § 310.4(b)(1)(iv).

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<b>Jurisdiction</b>	<b>Abandonment Rate</b>	<b>Citation</b>
<b>Federal</b>		
TCPA	<ol style="list-style-type: none"> <li>1. No person or entity may abandon<sup>2</sup> more than 3 % of all telemarketing calls answered by a live person, measured per 30 day period.</li> <li>2. Whenever a sales representative is not available to speak with the person answering the call, that person must receive, within two (2) seconds after the called person's completed greeting, a prerecorded identification message that states only the name and telephone number of the business, entity, or individual on whose behalf the call was placed, and that the call was for "telemarketing purposes."</li> <li>3. The telephone number provided must permit any individual to make a do-not-call request during regular business hours for the duration of the telemarketing campaign. This number may not be a 900 number or any other number for which charges exceed local or long distance transmission charges.</li> <li>4. The seller or telemarketer must maintain records establishing compliance with requirement (1) through (3) above.</li> </ol>	47 C.F.R. § 64.1200(a)(6)

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<sup>2</sup> \*A call is "abandoned" if a person answers it and the telemarketer does not connect the call to a sales representative within two (2) seconds of the person's completed greeting.

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<b>Jurisdiction</b>	<b>Abandonment Rate</b>	<b>Citation</b>
<b>Federal</b>		
States		
California	3 % of calls answered per month	Calif. PUC Decision 03-03-038, 2003 Cal. PUC LEXIS 160
Kansas	0% of calls answered	Kan. Stat. § 50-670
Oklahoma	5 % of calls answered, per day, per campaign	15 Okla. Stat. § 775A.4(A)(9)

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Page 4 of 4  
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