

1 AN ACT relating to telecommunications.

2 ***Be it enacted by the General Assembly of the Commonwealth of Kentucky:***

3 ➔Section 1. KRS 367.46955 is amended to read as follows:

4 It is a prohibited telephone solicitation act or practice and a violation of KRS 367.46951
5 to 367.46999 for any person making a telephone solicitation to engage in the following
6 conduct:

- 7 (1) Advertising or representing that registration as a telemarketer equals an
8 endorsement or approval by any government or governmental agency;
- 9 (2) Requesting a fee in advance to remove derogatory information from or improve a
10 person's credit history or credit record;
- 11 (3) Requesting or receiving a payment in advance from a person to recover or otherwise
12 aid in the return of money or any other item lost by the consumer in a prior
13 telephone solicitation transaction;
- 14 (4) Requesting or receiving payment of any fee or consideration in advance of
15 obtaining a loan or other extension of credit when the telemarketing company has
16 guaranteed or represented a high likelihood of success in obtaining or arranging a
17 loan or other extension of credit for a person;
- 18 (5) Obtaining or submitting for payment a check, draft, or other form of negotiable
19 paper drawn on a person's checking, savings, or bond or other account without the
20 consumer's express written authorization, or charging a credit card account or
21 making electronic transfer of funds except in conformity with KRS 367.46963;
- 22 (6) Procuring the services of any professional delivery, courier, or other pickup service
23 to obtain immediate receipt or possession of a consumer's payment, unless the
24 goods are delivered with the opportunity to inspect before any payment is collected;
- 25 (7) Assisting, supporting, or providing substantial assistance to any telemarketer when
26 the telemarketing company knew or should have known that the telemarketer was
27 engaged in any act or practice prohibited under this section;

- 1 (8) Making a telephone solicitation to anyone under eighteen (18) years of age. When
2 making a telephone solicitation the telemarketer shall inquire as to whether the
3 person is eighteen (18) years of age or older and the answer shall be presumed to be
4 correct;
- 5 (9) Utilizing any method to block or otherwise circumvent the use of a caller
6 identification service or to transmit misleading or incorrect caller identification
7 information when placing an unsolicited telephone solicitation call;
- 8 (10) Directing or permitting employees to use a fictitious name or not to use their name
9 while making a telephone solicitation;
- 10 (11) Threatening, intimidating, or using profane or obscene language;
- 11 (12) Causing the telephone to ring more than thirty (30) seconds in an intended
12 telephone solicitation;
- 13 (13) Engaging any person repeatedly or continuously with behavior a reasonable person
14 would deem to be annoying, abusive, or harassing;
- 15 (14) Initiating a telephone solicitation call to a person, when that person has stated
16 previously that he or she does not wish to receive solicitation calls from that seller;
- 17 (15) Making or causing to be made an unsolicited telephone solicitation call if the
18 residential number for that telephone appears in the current publication of the
19 national Do Not Call Registry maintained by the United States Federal Trade
20 Commission;
- 21 (16) Making telephone solicitations to a person's residence at any time other than
22 between 10 a.m. - 9 p.m. local time, at the called person's location;
- 23 (17) Selling or making available for economic gain any information revealed during a
24 telephone solicitation without the express written consent of the consumer;
- 25 (18) Making a telephone solicitation to any residential telephone using an artificial or
26 prerecorded voice to deliver a message, unless the call is initiated for emergency
27 purposes by schools regulated by the Kentucky Department of Education or the call

- 1 is made with the prior express consent of the called party; or
- 2 (19) Engaging in any unfair, false, misleading, or deceptive practice or act as part of a
- 3 telephone solicitation.