



FEDERATION OF AMERICAN CONSUMERS AND TRAVELERS - NEWS RELEASE -

FOR IMMEDIATE RELEASE

Your Cell Phone and the 'Do Not Call' Registry

EDWARDSVILLE, IL, July 12, 2010 - Vicki Rolens, managing director for the Federation of American Consumers and Travelers (FACT), has reminded that association's members that incoming cell phone marketing calls are treated the same as any other incoming call. "In other words," says Rolens, "you will be charged according to your wireless service plan."

FACT recommends that consumers register their cell phones with the Federal Trade Commission's "Do Not Call" Registry to keep unwanted marketing calls at a minimum. Cell phone numbers -- as land line numbers -- can be registered by calling 888-382-1222 or by visiting donotcall.gov.

Telemarketers are required to respect the registry. They have 31 days to quit calling you after you register your number. And once a number is registered, it remains registered until it is reassigned or disconnected, or the registrant removes the number from the list.

Rolens points out that there are some exceptions in the Do Not Call rules which may let some marketing calls continue to get through. "For example," she says, "a business can telemarket to any consumer with whom it has had a business relationship during the past 18 months. This means, for a year and a half after the consumer's last purchase, delivery or payment, a company may call -- even if that consumer's number is on the National Do Not Call Registry."

Rolens adds: "Because of this, you may want to refuse to give out your cell phone number to any entity which which you do business."

If an unwanted call does get through, the consumer may simply interrupt the caller and say: "Permanently remove me from your calling list." If the same people call back, they are violating Federal law and you may file a complaint with the FCC.

For more information, Rolens recommends going to the following FCC Web page: <http://www.fcc.gov/cgb/policy/telemarketing.html>

This news release has been issued by the Federation of American Consumers and Travelers (FACT), a consumer organization formed under the not-for-profit corporation laws of the District of Columbia in 1984. FACT serves more than 1 million consumers nationwide. Additional information on FACT may be found in the Encyclopedia of Associations, and by visiting the association's Web site (www.usafact.org). Informative, unbiased news bulletins are regularly disseminated by FACT to help its members remain current on matters which might seriously impact their lives. The association does not offer support to -- and does not receive support from -- any political party or movement. In addition to publishing consumer-related reports, the association provides more than 30 benefits for its members, ranging from medical insurance and dental discounts to prescription drug savings and scholarships. FACT's administrative office is located at 318 Hillsboro Avenue, Edwardsville, IL 62025