

# Neustar® Wireless Do-Not-Call Service

## When Non-Compliance Turns Costly

*Many consumers have opted to register their personal wireline and wireless telephone numbers in the National Do-Not-Call Registry, which was established in 2003 and is maintained by the Federal Communications Commission (FCC). The Registry affords consumers the choice to significantly reduce the number of solicitation calls they receive, but not necessarily the type. While restrictions apply, wireline subscribers may still receive calls that are initiated by telephone solicitation companies using automatic telephone dialing systems (also known as “autodialers”). Fortunately, wireline telephone users have the ability to hang up on these solicitations without incurring any costs for the call.*

Today – for reasons of cost or convenience – it’s become increasingly popular for telephone service subscribers to abandon their wireline phones in favor of wireless phones. In the process, they may choose to simply transfer their home telephone numbers to their cell phones – a transaction also known as “intermodal number porting.”

According to the Telephone Consumer Protection Act (TCPA) of 1991, companies that telemarket cannot make telephone calls with artificial voices or recordings to any telecommunications service where the recipient is charged for the call; practically speaking, this rule predominantly affects mobile phone users. Yet, when intermodal number porting occurs, telephone solicitation companies have had no way of knowing that these numbers have become wireless, and therefore should not be autodialed.

This lack of information for companies that telemarket can be costly. Autodialing a wireless phone can result in significant fines or forfeitures if a call recipient registers a complaint.

### Wireless Do-Not-Call: An “Insurance Policy” for Outbound Callers

To address the challenge that intermodal number porting poses for legitimate businesses that solicit by phone, Neustar offers the **Wireless Do-Not-Call service** under the authority of the North American Portability Management Limited Liability Corporation (NAPM LLC).

When telemarketers subscribe to our Wireless Do-Not-Call service, they receive access to the most up-to-date information about wireline-to-wireless and wireless-to-wireline number movements. What’s more, the service is updated daily, reflecting the most current porting activity.

With the WDNC service, our customers receive:

- **Full download capability** – The database is searchable by ranges of numbers, and results can be downloaded in standard ASCII file format for full compatibility with in-house databases. Downloads can be accomplished manually, or can be automated with simple scripts. No special software is required.

- **Unlimited, secure access** – There is no limit on the number of downloads, so customers can update their internal databases as often as needed at no additional charge. All accounts are password-protected for additional security and to prevent unauthorized downloads.
- **Support** – Neustar professionals are always available to provide assistance and answer questions.

The Neustar solution is easy to order, easy to use and economical to implement. The data is available immediately upon registration with no waiting period. Finally, the service is sold as an annual subscription, with a separate license required for each server that will be downloading files.

## Vigilance is Smart Business

A subscription to the Neustar Wireless Do-Not-Call service provides companies that telemarket with the peace of mind of knowing they are better equipped to comply with the TCPA. The WDNC service enables customers to:

- **Mitigate risk.** Using the Neustar WDNC service will significantly mitigate our customers' risk of inadvertently dialing a number that has been ported to wireless. (When a single violation could result in significant fines or forfeiture, the cost of the subscription is easily justified.)
- **Make a positive impact on their businesses.** A subscription to the Neustar WDNC Service validates that our customers respect the privacy of wireless subscribers – while ensuring they receive no customer complaints.
- **Enable efficiencies.** With automated downloads using scripts, the Neustar WDNC service provides our customers with an easy way to keep their data “scrubbed” and current.

## Neustar: Your Partner for Wireless Do-Not-Call Services

The FCC is vigilant about consumer protection and takes complaints seriously. Why risk a violation that comes with substantial penalties when there is an easy, economical, and effective solution that can help you achieve total TCPA compliance? The Neustar Wireless Do-Not-Call Service is affordable and available immediately at [www.tcpacompliance.us](http://www.tcpacompliance.us), by calling **866.623.2262** (Monday-Friday, 8:30 am-5:30 pm Eastern), or by sending an email to [WDNCInfo@neustar.biz](mailto:WDNCInfo@neustar.biz).

Companies who sell products or services directly, place calls on behalf of clients, broker or sell lists, or use an autodialer for outbound telemarketing must comply with the TCPA regulations. As the sole administrator of the U.S. Number Portability Administration Center, only Neustar is authorized to provide timely portability-corrected data for the purpose of avoiding violations of the TCPA.

## About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) solves complex communications challenges by providing market-leading, innovative solutions and directory services that enable trusted communication across networks, applications, and enterprises around the world. Visit Neustar online at [www.neustar.biz](http://www.neustar.biz).