

Avoid Fines from Violating the Telephone Consumer Protection Act (TCPA)

Why the TCPA matters to you:



You will be **personally liable** for any violations of the TCPA.



Fines can be as much as **\$500 per call or text**, and add up quickly.

Before making your next call or text:



DO NOT use an **automated platform vendor** to call or text potential customers.

DO NOT leave pre-recorded messages.



Check phone numbers against Do Not Call Lists prior to making any calls or texting.



Get prior written consent before calling or texting a number on the **Do Not Call Lists**.

TCPA Myths Dispelled

Myth 1:

"The TCPA applies to calls, not texts."

NOT TRUE. *The TCPA covers both calls and texts.*

Myth 2:

"I checked the Do Not Call (DNC) Lists when I got the number; I'm covered."

NOT TRUE. *Numbers are added to the DNC Lists all the time. If you haven't recently checked the number against the DNC Lists, you must do so before calling or texting.*

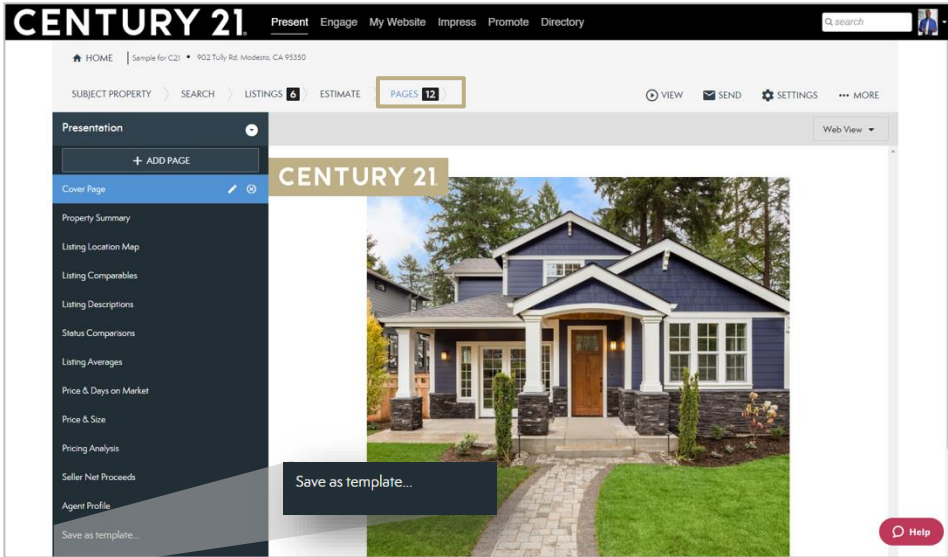
Myth 3:

"A friend gave me this person's number, so I don't need to check the DNC Lists."

NOT TRUE. *If the person you are going to call or text did not give you the number, you must check the DNC Lists.*

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Once you have a presentation just the way you want it, you don't have to keep recreating it. Instead, you can save it as a template so you can use it whenever needed.



To save your presentation as a template, ensure you are on the **Pages** tab of your presentation.

At the bottom of the left-hand menu pane, click **Save as template**.

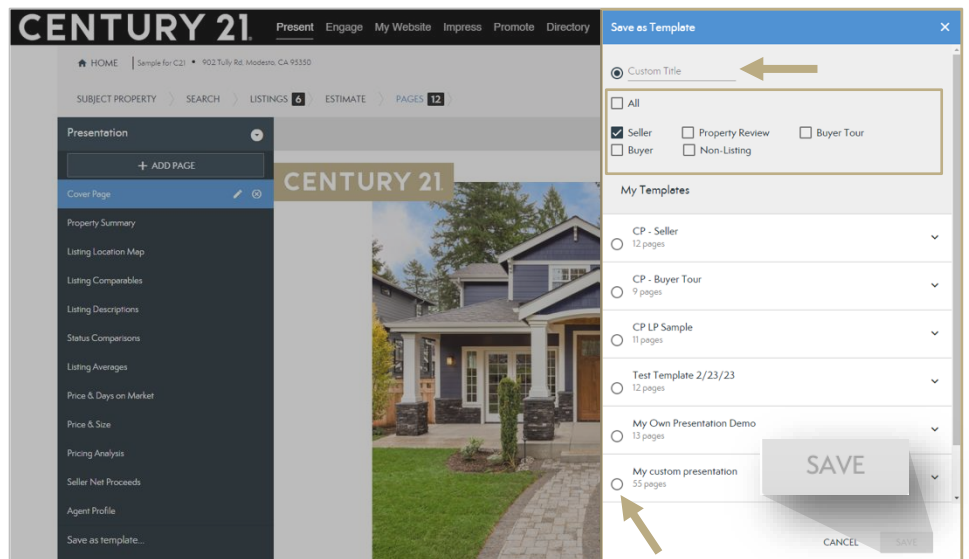
A **Save as Template** panel displays.

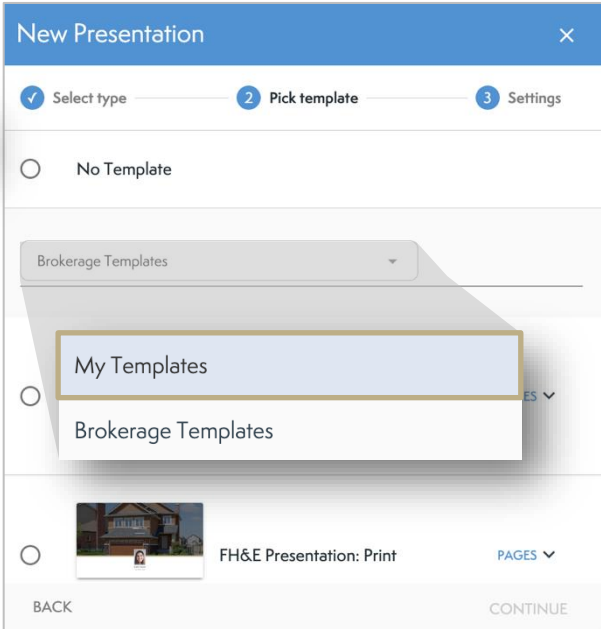
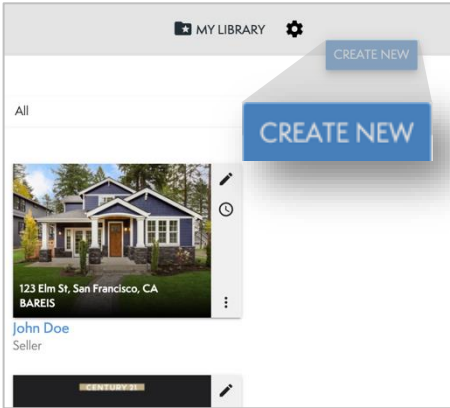
Enter a **custom title** for your template.

Click the checkbox next to the template type you want to assign to your new template. Or click **All** if you don't want to assign a particular type to your template.

If you have an existing template and want to overwrite it, click the radio button next to the template in the **My Templates** section.

Once you have made your selections, click **Save**.





Your custom template will now be available to you in the **My Templates** menu in the **Create New** presentation wizard.

***If you choose to make contact by phone or text (i) check phone numbers against the federal DNC registry, any state DNC list and your company DNC list (ii) do NOT use autodialers and (iii) do NOT use artificial voice or pre-recorded messages.**

****Emails must follow CAN-SPAM rules. You should also check to make sure you follow the Do Not Email/Unsubscribe Requests.**