

367.46953 Requirements for making telephone solicitation.

A caller making a telephone solicitation shall:

- (1) Immediately upon making contact by telephone with the consumer, state his actual name, the merchant's legal name, a telephone number or address at which the merchant may be contacted, and the town or city and state where the caller is physically located;
- (2) Within the first thirty (30) seconds of the call, identify the goods, services, interest in real estate, investment or business opportunity, or type of credit being offered and inquire whether the consumer is interested in listening to a sales presentation; and
- (3) Immediately discontinue the solicitation if the consumer responds in the negative.

Effective: July 15, 1994

History: Created 1994 Ky. Acts ch. 302, sec. 2, effective July 15, 1994; and ch. 463, sec. 2, effective July 15, 1994.

Legislative Research Commission Note (7/15/94). This statute was created by 1994 Ky. Acts chs. 302 and 463, which are substantively identical and have been codified together. Minor variations have been resolved by giving precedence to Acts ch. 463 which was enacted last.