



# TCPA

## QUICK REFERENCE GUIDE



Before you contact a consumer, make sure you have the proper consent under the Telephone Consumer Protect Act (TCPA).

Contacting a consumer on their	Using this type of technology	With this kind of message	
		MARKETING	INFORMATION
		Needs this type of consent	
 CELLPHONE	Auto-dialed calls and texts	Prior express <u>written</u> consent*	Prior express consent, oral or written
	Artificial or pre-recorded voice	Prior express <u>written</u> consent*	Prior express consent, oral or written
 RESIDENTIAL LANDLINE	Auto-dialed calls	None required	None required
	Artificial or pre-recorded voice	Prior express <u>written</u> consent*	None required

\*A written agreement that includes the consumer's telephone number, authorizes telemarketing and is not required as a condition of purchase or doing business.

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