



The use of the telephone to market goods and services to the home and to other businesses is now pervasive due to the increased use of cost-effective telemarketing techniques. Unrestricted telemarketing, however, can be an intrusive invasion of privacy. Many consumers are outraged over the proliferation of intrusive and sometimes confusing calls to their homes from telemarketers.

The consumer protection policy implicated by this legislation provides how to balance an individual's privacy rights and commercial freedom of speech in a way that protects the privacy of individuals and permits legitimate telemarketing practices. While many consumers enjoy and benefit from unsolicited telemarketing contacts from legitimate telemarketers, many other consumers object to these contacts as an invasion of privacy and have expressed an intention to refuse to respond to such telemarketing contacts.

Legitimate telemarketers have no further legitimate interest in continuing to participate in unlawful trade practices and to invade the privacy of those consumers who have affirmatively expressed their objections to such contact. Moreover, legitimate telemarketers can make their telemarketing efforts even more cost-effective by avoiding calling those consumers who have affirmatively expressed an objection to any telemarketing contact.

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