

Company Specific Do-Not-Call List Policy

Dealership Name: _____

Telemarketing Coordinator: _____

Federal Law requires businesses, which make marketing calls to non-business customers, to establish an internal list of those customers who have requested not to receive marketing calls from that particular business. This list is called the “Company-Specific Do-Not-Call” list.

This document establishes our procedures for complying with the law.

The Telemarketing Coordinator has over all responsibility and authority to maintain the list and train employees on the contents of this policy.

When an employee contacts a customer by phone, the employee shall begin the conversation by identifying himself or herself by name and identifying the dealership. Upon request of the customer, the dealership’s phone number shall be given.

In any customer contact, if the customer indicates that he or she does not wish to be contacted by phone by the dealership for marketing purposes, the employee will note the name and telephone number of the customer and the date of the request. The employee will then forward the information to the Telemarketing Coordinator who will enter the no-call information into the dealership customer database.

If any person – customer or not – contacts the dealership by phone, email, mail, FAX or any other means and requests to be included on the dealership’s no-call list, the name and telephone number of the requester and the date of the request should be noted and the information forwarded to the Telemarketing Coordinator who will enter it into the dealership customer database.

All requests to be included in the Company-Specific Do-Not-Call list will honored as soon as possible but no later than 30 days after receipt. Company specific no-call requests must be honored for at least 5 years.

Employees may not share no-call request information with any other person or for any other purpose except as provided in this policy.