



What you need to know about lead gen compliance in 2022

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MAC MURRAY
SHUSTER &

Panelist



Nima Hakimi
CEO & Co-Founder
Convoso



Michele Shuster
Managing Partner & Former Consumer
Protection Regulator
Mac Murray & Shuster

Polls

What are your biggest frustrations with your current dialer? (check all that apply)

- a. “Leaked” Answering Machines
- b. Spam/scam likely and other call labeling
- c. Dropped calls/ Long wait times
- d. Low contact rate
- e. Limited insight into list performance

What solutions are you using to address spam/scam likely issues?

(check all that apply)

- a. Convoso ClearCaller ID
- b. Neustar
- c. Caller ID Reputation
- d. Registering your own numbers
- e. Other



Disclaimer

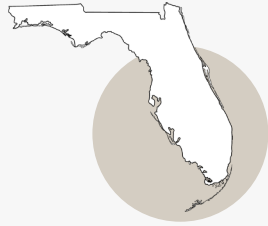
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FCC & TCPA Compliance News

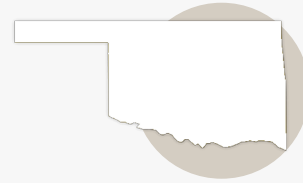
- Continues to issue Cease and Desists to Voice Providers that are not following the rules. Most are initiated by the ITG.
- On April 12th, Alaska, California, Tennessee, Pennsylvania, and Washington state are joining the working group of federal and state regulators to “combat robocalls.”
- Partnerships are used to build cases and prevent duplicative efforts in prosecuting bad actors.

Mini - TCPA Laws



FLORIDA

- Seeing an increase in filings.
- Thought the law would be amended last session, but it was not.
- Prohibits “an automated system for the selection or dialing of telephone numbers or the playing of a recorded message” without the called party’s prior express written consent.



OKLAHOMA

- Largely mirrors Florida
- The prohibition against use of an “automated system for the selection” is problematic.
- The Bill does not define the phrase, nor does it define the word “selection.”

TCPA Compliant Leads are a Myth

1

Lead Buyer

- Context is everything
- Call must match the consent provided in the lead
- Lead buyers have varying business needs – recognize continuum.

2

Lead Seller

- Lead sellers are at risk
- Reselling- Cross-selling, call transfers, texting/ringless voicemail/other technologies
- Lead reps and warranties should identify- Who- When- How- Call purpose

By clicking "Contact Me" I agree by electronic signature to: (1) be contact by [Lead Qualifier], [Company] and [a company in same vertical] by a live agent, artificial or prerecorded voice and SMS text at my residential or cellular number listed above, dialed manually, sequentially or by autodialer even if my phone number is on a do-not-call registry (consent to be contacted is not a condition to purchase services); (2) the [Privacy Policy](#) and [Terms of Use](#).



Privacy

Privacy

Four states that have passed Privacy Laws:



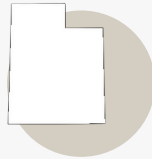
California



Colorado



Virginia



Utah

Recent legislation hot off the press:

- ▶ UT – passed bill which classifies calls to purchase real estate as a “solicitation” subject to telemarketing calls and requiring consent or a DNC exemption.
- ▶ WA - Individuals may request telephone solicitors to remove any contact information (not just phone numbers) from their call lists



Other Updates

What else is going on?



Texting



STIR/SHAKEN
Implementation & Roll Out

Wrap Up/ Q&A

Make sure your dialer provider is focused on compliance

- ▶ STIR/SHAKEN certified
 - A level attestation
 - Diligent about “Know Your Customer” requirements
- ▶ Integration with DNC list
- ▶ Support for changing state laws (mini TCPA)
- ▶ Utilize features like dynamic scripting to ensure required disclosures are met
- ▶ Constantly evolving to new regulations



Thank you!

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