

1 VIRGINIA ACTS OF ASSEMBLY — CHAPTER

2 *An Act to amend and reenact §§ 59.1-510, 59.1-511, 59.1-513, and 59.1-514 of the Code of Virginia*
3 *and to amend the Code of Virginia by adding a section numbered 59.1-513.1, relating to the*
4 *Virginia Telephone Privacy Protection Act.*

[S 344]

Approved

7 **Be it enacted by the General Assembly of Virginia:**

8 **1. That §§ 59.1-510, 59.1-511, 59.1-513, and 59.1-514 of the Code of Virginia are amended and**
9 **reenacted, and that the Code of Virginia is amended by adding a section numbered 59.1-513.1 as**
10 **follows:**

11 § 59.1-510. Definitions.

12 As used in this chapter:

13 *"Established business relationship" means a relationship between the called person and the person*
14 *on whose behalf the telephone solicitation call is being made based on: (i) the called person's purchase*
15 *from, or transaction with, the person on whose behalf the telephone solicitation call is being made*
16 *within the 18 months immediately preceding the date of the call or (ii) the called person's inquiry or*
17 *application regarding any property, good, or service offered by the person on whose behalf the*
18 *telephone solicitation call is being made within the three months immediately preceding the date of the*
19 *call.*

20 *"Personal relationship" means the relationship between a telephone solicitor making a telephone*
21 *solicitation call and any family member, friend, or acquaintance of that telephone solicitor.*

22 *"Telephone solicitation call" means any telephone call made to any natural person's residence in the*
23 *Commonwealth, or to any wireless telephone with a Virginia area code, for the purpose of offering or*
24 *advertising any property, goods or services for sale, lease, license or investment, including offering or*
25 *advertising an extension of credit. "Telephone solicitation call" shall not include a telephone call made*
26 *to any person: (i) with that person's prior express invitation or permission or (ii) with whom the person*
27 *on whose behalf the telephone call is being made has an established business relationship that has not*
28 *been terminated by either party.*

29 *"Telephone solicitor" means any person who makes, or causes another person to make, a telephone*
30 *solicitation call.*

31 § 59.1-511. Calling time restrictions.

32 *No telephone solicitor shall initiate, or cause to be initiated, a telephone solicitation call to a natural*
33 *person's residence at any time other than between 8:00 a.m. and 9:00 p.m. local time at the called*
34 *person's location, unless the telephone solicitor has obtained the prior consent of the called person.*

35 § 59.1-513. Transmission of caller identification information required.

36 *A. A telephone solicitor who makes a telephone solicitation call shall transmit the telephone number,*
37 *and, when available by the telephone solicitor's carrier, the name of the telephone solicitor. It shall not*
38 *be a violation of this section to substitute (for the name and telephone number used in, or billed for,*
39 *making the call) the name of the person on whose behalf the telephone solicitation call is being made*
40 *and that person's customer service telephone number. The number so provided must permit, during*
41 *regular business hours, any individual to make a request not to receive telephone solicitation calls.*

42 *B. No telephone solicitor shall take any intentional action to prevent the transmission of the*
43 *telephone solicitor's name or telephone number to any person receiving a telephone solicitation call*
44 *when the equipment or service used by the telephone solicitor is capable of creating and transmitting the*
45 *telephone solicitor's name or telephone number.*

46 § 59.1-513.1. Abandoned telephone solicitation calls.

47 *Whenever a live sales representative is not available to speak with the person answering a telephone*
48 *solicitation call within two seconds of the person's completed greeting, the telephone solicitor shall play*
49 *a prerecorded identification message that states the name and telephone number of the person on whose*
50 *behalf the telephone solicitation call was being made. The number so provided must permit, during*
51 *regular business hours, any individual to make a request not to receive telephone solicitation calls.*

52 § 59.1-514. Unwanted telephone solicitation calls prohibited.

53 *A. No telephone solicitor shall initiate, or cause to be initiated, a telephone solicitation call to a*
54 *telephone number when a person at such telephone number previously has stated that he does not wish*
55 *to receive a telephone solicitation call made by or on behalf of the person on whose behalf the*
56 *telephone solicitation call is being made. Such statement may be made to a telephone solicitor or to the*

57 person on whose behalf the telephone solicitation call is being made if that person is different from the
58 telephone solicitor. ~~B.~~ Any such request not to receive telephone solicitation calls shall be honored for at
59 least ~~ten~~ 10 years from the time the request is made.

60 *B. No telephone solicitor shall initiate, or cause to be initiated, a telephone solicitation call to a*
61 *telephone number on the National Do Not Call Registry maintained by the federal government pursuant*
62 *to the Telemarketing Sales Rule, 16 C.F.R. Part 310, and 47 C.F.R. § 64.1200.*

63 C. It shall be an affirmative defense in any action brought under § 59.1-515 or § 59.1-517 for a
64 violation of this section that the defendant has established and implemented, with due care, reasonable
65 practices and procedures to effectively prevent telephone solicitation calls in violation of this section,
66 *including using in accordance with applicable federal regulations a version of the National Do Not Call*
67 *Registry obtained from the administrator of the registry no more than three months prior to the date*
68 *any telephone solicitation call is made.*

69 D. For purposes of this section, "telephone solicitation call" shall not include a telephone call made
70 to any person: (i) with that person's prior express invitation or permission as evidenced by a signed,
71 written agreement stating that the person agrees to be contacted by or on behalf of a specific party and
72 including the telephone number to which the call may be placed, (ii) with whom the person on whose
73 behalf the telephone call is made has an established business relationship, or (iii) with whom the
74 telephone solicitor making the telephone call has a personal relationship. The exemption for an
75 established business relationship or a personal relationship shall not apply when the person called
76 previously has stated that he does not wish to receive telephone solicitation calls as provided in
77 subsection A.