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March 18, 2003

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, SW, Room TWB-204
Washington, DC 20554

Re: Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991
CG Docket No. 02-278, CC Docket No. 92-90

Dear Ms. Dortch:

Today, Richard Callahan, Marjorie Windelberg and I from AT&T, and David Torok from the Federal Trade Commission (FTC) met with Margaret Egler, Richard Smith, Erica McMahon and Gene Fullano from CGB to discuss AT&T's process for implementing the FTC Do Not C Registry. The attached charts, which were handed out at the meeting, provided the basis of the discussion.

One electronic copy of this Notice is being submitted to the Secretary of the FCC in accordance with Section 1.1206 of the Commission's rules.

Sincerely,

cc: M. Egler
R. Smith
E. McMahon
G. Fullano

AT&T

National Do Not Call Registry

March 18, 2003

AT&T Government Solutions

Integrated solutions from a trusted source

National Do Not Call Project Contacts

- **AT&T Government Solutions**
  - Richard Callahan, Client Business Manager
  - Marjorie Windelberg, Ph.D., Project Manager
- **Federal Trade Commission**
  - David Torok, COTR

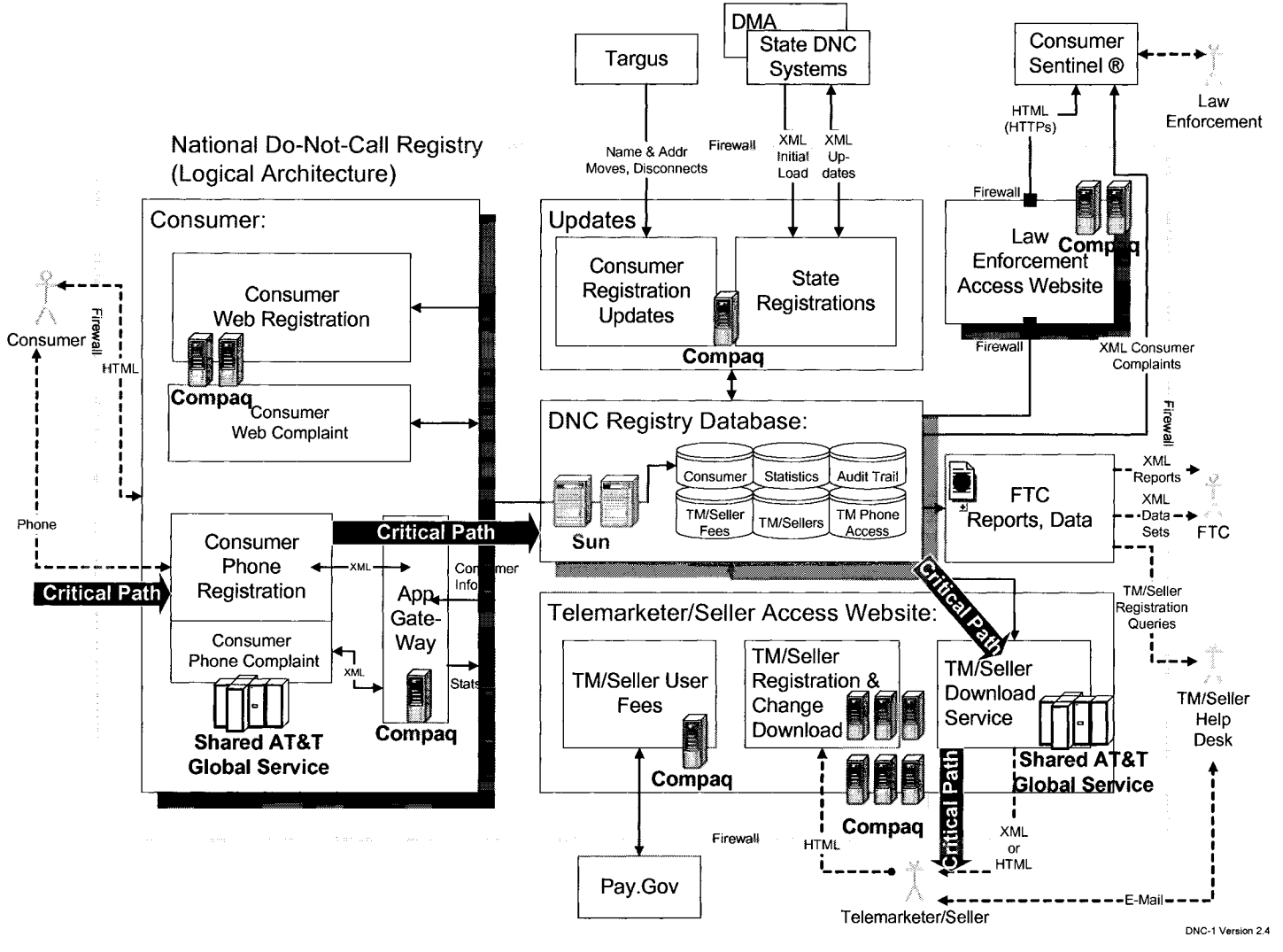
Objective

"…develop, implement and operate a national do-not-call registry, which will permit United States consumers to register their preference not to receive telemarketing calls at the registered telephone numbers."

Major Milestones

- **Consumer Registrations – July 1, 2003**
  - Nationwide by web
  - Geographic rollout for toll free number
- **Sellers/Telemarketers – September 1, 2003**
  - Apply, pay, and download on the web
  - Complete first download before October 1
- **Consumer Complaints – October 1, 2003**
  - By web or by phone
- **Law Enforcement – October 1, 2003**

Architecture



System Features for Consumers

- **Telephone Registrations, Complaints**
  - Scalable Interactive Voice Services platform
  - Speech recognition
  - Transcription service for complaints
- **Web Registrations, Complaints**
  - Secure, hosted service
  - Built from scalable, high-performance components
- **Section 508 compliance**
- **Offered in English and Spanish**

Consumer Registration Data Management

- **States' Do Not Call data**
  - Receive state registration data
  - Provide states with data from national registry
- **DMA data**
  - Able to receive data from DMA
- **Disconnects and Moves**
  - Monthly update of disconnected phone numbers

Sellers /Telemarketers Business Process

- **Application for access**
  - Identifying information
  - Area codes requested
  - Certification of compliance with Telemarketer Sales Rule
- **Payment**
  - Based on number of area codes requested
  - Annual renewal
- **Downloads**
  - Full list, Change list, or Individual numbers

System Features for Sellers/Telemarketers

- **Distinct website**
- **Payments interface to pay.gov**
- **Different download formats for large versus small users**
  - Adjustable to level of technical sophistication
- **Full lists stored on special download service system**
  - Improves speed of service
- **Email assistance/help desk**

Complaints, Law Enforcement

- **Complaints**
  - Verify phone is registered and date of complaint is valid
  - Must provide name or number of company that called
  - Collected and transferred to Consumer Sentinel
- **Law Enforcement**
  - Query consumer registrations
  - Query seller/telemarketer accesses to registry

System Features for Law Enforcement

- **Consumer Sentinel validates access**
- **Firewalls insulate Law Enforcement**
  - From Internet
  - From other Do Not Call subsystems
- **Web pages to facilitate exploring information**
  - Not limited to "canned reports"

Reporting

- **Data sets**
  - Consumer registrations and complaints
  - Seller/telemarketer applications and payments
- **Reports**
  - Consumer: registration status, call & website analysis, data import/export, removals
  - Telemarketer: access status

Discussion