

Non-Prime Times publishes Partner Michael Goodman's article on applying TCPA to ringless voicemail services

December 13, 2019 |

In the November/December issue of the NAF Association's Non-Prime Times Magazine, Partner Michael Goodman cautions dealers and automotive sales companies to proceed with caution when using ringless voicemail services to reach leads and current customers, especially when using third-party lead generators.

Citing recent cases where defendants have argued unsuccessfully that ringless voicemail services should be considered "information service technologies" beyond the reach of the Telephone Consumer Protection Act (TCPA), Michael advises that companies plan campaigns carefully to ensure that they have the required form of consent under the TCPA. Because this consent must be company-specific, it can be difficult for third-party lead generators to provide consumer leads in a way that satisfies the TCPA's consent standard for prerecorded marketing messages.

Michael advises clients on compliance with federal laws enforced by the Consumer Financial Protection Bureau, the Federal Trade Commission, the Federal Communications Commission and other federal agencies. His compliance counseling practice focuses on standards regulating the manner in which businesses market to and communicate with customers and potential customers as well as proper collection, use, and disclosure of customer information.

[Click here](#) to read the article.

Hudson Cook, LLP provides articles, webinars and other content on its website from time to time provided both by attorneys with Hudson Cook, LLP, and by other outside authors, for information purposes only. Hudson Cook, LLP does not warrant the accuracy or completeness of the content, and has no duty to correct or update information contained on its website. The views and opinions contained in the content provided on the Hudson Cook, LLP website do not constitute the views and opinion of the firm. Such content does not constitute legal advice from such authors or from Hudson Cook, LLP. For legal advice on a matter, one should seek the advice of counsel.

SUBSCRIBE TO INSIGHTS



HUDSON COOK

Hudson Cook, LLP is a national law firm representing the financial services industry in compliance, privacy, litigation, regulatory and enforcement matters.

7037 Ridge Road, Suite 300, Hanover, Maryland 21076
410.684.3200

hudsoncook.com

© Hudson Cook, LLP. All rights reserved. Privacy Policy | Legal Notice
Attorney Advertising: Prior Results Do Not Guarantee a Similar Outcome

