

**GENERAL ASSEMBLY OF NORTH CAROLINA**  
**SESSION 2019**

**SESSION LAW 2019-188**  
**HOUSE BILL 724**

AN ACT TO PROHIBIT THE USE OF MISLEADING TELEPHONE IDENTIFICATION  
METHODS FOR TELEPHONE SOLICITATIONS BY VOICE OR TEXT.

The General Assembly of North Carolina enacts:

**SECTION 1.** G.S. 75-101 reads as rewritten:

**"§ 75-101. Definitions.**

The following definitions apply in this Article:

- ...
- (9) Telephone solicitation. – A voice or text communication, whether prerecorded, live, or a facsimile, over a telephone line or wireless telephone network or via a commercial mobile radio service that is made by a telephone solicitor to a telephone subscriber for the purpose of soliciting or encouraging the purchase or rental of, or investment in, property, goods, or services; obtaining or providing information that will or may be used for that purpose; soliciting or encouraging a telephone subscriber's participation in any contest, sweepstakes, raffle, or lottery, whether legal or illegal; or obtaining a charitable donation. "Telephone solicitation" also includes those transactions that are defined as "telemarketing" under the Telemarketing Sales Rule.
- ...
- (12) Unsolicited telephone call. – A voice or text communication, whether prerecorded, live, or a facsimile, over a telephone line or wireless telephone network or via a commercial mobile radio service that is made by a person to a telephone subscriber without prior express invitation or permission."

**SECTION 2.** G.S. 75-102 reads as rewritten:

**"§ 75-102. Restrictions on telephone solicitations.**

...

(i) No telephone solicitor shall ~~knowingly use any method to block or otherwise circumvent a telephone subscriber's use of a caller identification service, cause misleading information to be transmitted to users of caller identification technologies or otherwise block or misrepresent the origin of the telephone solicitation.~~ No provider of telephone caller identification services shall be held liable for violations of this subsection committed by other individuals or entities. It is not a violation of this subsection for a telephone solicitor to utilize the name and number of the entity the solicitation is being made on behalf of rather than the name and number of the telephone solicitor.

...."



**SECTION 3.** This act becomes effective December 1, 2019.  
In the General Assembly read three times and ratified this the 23<sup>rd</sup> day of July, 2019.

s/ Ralph E. Hise  
Presiding Officer of the Senate

s/ Tim Moore  
Speaker of the House of Representatives

s/ Roy Cooper  
Governor

Approved 12:28 p.m. this 1<sup>st</sup> day of August, 2019