



GARY R. HERBERT
Governor

GREG BELL
Lieutenant Governor

State of Utah Department of Commerce

FRANCINE A. GIANI
Executive Director

THAD LEVAR
Deputy Director

TRACI A. GUNDERSEN
Director, Division of Consumer Protection

November 15, 2010

MEDIA ALERT

Fake email asks consumers to register cell phone numbers with FTC by "deadline"
(For immediate release...)

SALT LAKE CITY, Utah – Francine A. Giani, Executive Director of the Utah Department of Commerce, announced today that the Utah Division of Consumer Protection has received several reports that a fake email is circulating which informs the recipient that unless they register their cell phone numbers with the National Do Not Call Registry this month, their information will be published to telemarketers. The Federal Trade Commission (FTC), which houses the National Do Not Call Registry, has posted the following language on their website (<http://www.ftc.gov/donotcall>) regarding this email to ensure consumers won't be fooled;

From the FTC: Cell Phones

"You may place your personal cell phone number on the National Do Not Call Registry. The registry has accepted cell phone numbers since it opened for registrations in June 2003. There is no deadline to register a home or cell phone number on the Registry.

You may have received an email telling you that your cell phone is about to be assaulted by telemarketing calls as a result of a new cell phone number database; however, that is not the case. Federal Communications Commission regulations prohibit telemarketers from using automated dialers to call cell phone numbers."

"This cell phone email is an urban myth that keeps re-surfacing every few months. Family and friends may think they are forwarding you useful information, however there is no deadline and your cell phone number will not be given to telemarketers if you don't act," said Francine A. Giani.

Utahns are encouraged to register their phone numbers with National Do Not Call registry by logging on to www.donotcall.gov and choose "Register a Phone Number". Users will be instructed to enter their phone number and email address connected to the registry. Consumers may also obtain the same information by calling 1-888-382-1222. Phone numbers that are placed on this registry do not expire thanks to new legislation that was passed in 2007.

For more information contact:

Jennifer Bolton
Public Information Officer
Utah Department of Commerce
(801) 530-6646 office
(801) 652-8322 cell