

# 1<sup>st</sup> STOP CHECKLIST: TELEMARKETING

## REQUIREMENTS & REGULATIONS

### Federal Regulations

- [ ] The **Federal Trade Commission (FTC)** regulates **telephone** sales. You must follow the **FTC's Mail or Telephone Order Merchandise Trade Regulation Rule**. If you have any questions about federal regulations, please call the **FTC's Cleveland Regional Office** at **(216) 263-3410**. The FTC is also on-line at [www.ftc.gov](http://www.ftc.gov).
- [ ] The **Federal Communications Commission (FCC)** also regulates **telephone** solicitations (especially fax transmissions and autodialers). For more information, please contact the FCC at **(888) 225-5322**. The FCC is also on-line at [www.fcc.gov](http://www.fcc.gov).

### State Regulations

- [ ] Like any other business, **telephone** merchants must comply with the **Ohio Consumer's Sales Practices Act**. The act prohibits unethical and devious sales practices. For full text, please read the **Ohio Revised Code (ORC) Section 1345**. <http://codes.ohio.gov/>
- [ ] telephone businesses also must comply with the **Ohio Telephone Solicitation Sales Act**. The act can be found in the **ORC Section 4719**. <http://codes.ohio.gov/>
- [ ] The **ORC** can be found in your local library or on-line at <http://codes.ohio.gov/orc>.
- [ ] If you are making **telephone** sales, you may need a **certificate of registration** from the **Ohio Attorney General**. You may also need a surety bond.
- [ ] If you have questions about state laws, please contact the **Ohio Attorney General's Office** at **(800) 282-0515** or **(614) 466-4320**. The office is also on-line at <http://www.ohioattorneygeneral.gov/>.
- [ ] Currently, there are no specific licensing requirements (other than vendor's licensing) for on-line auctions. ***\*Remember to check local government agencies\****
- [ ] Whether you are selling goods via the **mail**, **telephone** or **Internet**, you will need a **TRANSIENT VENDOR LICENSE**. Contact the **OHIO DEPARTMENT OF TAXATION** at **(888) 405-4039** for **Business Tax Assistance**; **888-405-4089** for **Tax Registration**; or **(800) 282-1782** for the **Forms Request Line**. Information is also on-line at <http://tax.ohio.gov>.

**For more help, contact your local Small Business Development Center (SBDC).**

[www.ohiosbdc.ohio.gov](http://www.ohiosbdc.ohio.gov)

**\*REMEMBER TO CHECK LOCAL GOVERNMENT AGENCIES\***

**THIS CHECKLIST IS ABOUT STATE REQUIREMENTS.**