

ASSEMBLY BILL NO. 422—ASSEMBLYMEN BOBZIEN, SMITH,
OHRENSCHALL, PIERCE AND SEGERBLOM

MARCH 19, 2007

Referred to Committee on Commerce and Labor

SUMMARY—Requires disclosure of certain information by
customer sales and service call centers.
(BDR 52-1278)

FISCAL NOTE: Effect on Local Government: No.
Effect on the State: Yes.

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EXPLANATION – Matter in *bolded italics* is new; matter between brackets ~~omitted material~~ is material to be omitted.

AN ACT relating to trade practices; requiring an employee of a call
center to disclose his location to each customer during a
telephone call; providing a penalty; and providing other
matters properly relating thereto.

Legislative Counsel’s Digest:

1 **Section 1** of this bill requires an employee of a call center to disclose the city,
2 state and country in which he is located to a customer during a phone call. **Section**
3 **2** of this bill makes failure to disclose the information a “deceptive trade practice.”
4 (NRS 598.0918)

THE PEOPLE OF THE STATE OF NEVADA, REPRESENTED IN
SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

1 **Section 1.** Chapter 597 of NRS is hereby amended by adding
2 thereto a new section to read as follows:
3 1. *When a person places a telephone call to, or receives a*
4 *telephone call from, an employee of a call center, the employee of*
5 *the call center shall disclose the city, state and country where the*
6 *employee is located.*
7 2. *For the purposes of this section, a “call center” means a*
8 *location that provides customer service and sales assistance or*
9 *technical assistance and expertise to persons via telephone, the*
10 *Internet or other telecommunications and information technology.*



* A B 4 2 2 *

- 1 **Sec. 2.** NRS 598.0918 is hereby amended to read as follows:
2 598.0918 A person engages in a “deceptive trade practice” if,
3 during a solicitation by telephone or sales presentation, he:
4 1. Uses threatening, intimidating, profane or obscene language;
5 2. Repeatedly or continuously conducts the solicitation or
6 presentation in a manner that is considered by a reasonable person to
7 be annoying, abusive or harassing;
8 3. Solicits a person by telephone at his residence between
9 8 p.m. and 9 a.m.;
10 4. Blocks or otherwise intentionally circumvents any service
11 used to identify the caller when placing an unsolicited telephone
12 call; ~~for~~
13 5. Places an unsolicited telephone call that does not allow a
14 service to identify the caller by the telephone number or name of the
15 business, unless such identification is not technically feasible ~~H~~; *or*
16 6. *Refuses to provide his location as required by section 1 of*
17 *this act.*

