

House Bill 1218

By: Representatives Borders of the 142<sup>nd</sup>, Greene of the 134<sup>th</sup>, Childers of the 13<sup>th</sup>, Post 1, Moraitakis of the 42<sup>nd</sup>, Post 4, and Black of the 144<sup>th</sup>

A BILL TO BE ENTITLED  
AN ACT

To amend Article 15 of Chapter 1 of Title 10 of the Official Code of Georgia Annotated, relating to deceptive or unfair practices, so as to require employees at an inbound call center to disclose the employee's name, the name of his or her employer, and the physical location of such employee; to provide a penalty; to provide for related matters; to repeal conflicting laws; and for other purposes.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF GEORGIA:

**SECTION 1.**

Article 15 of Chapter 1 of Title 10 of the Official Code of Georgia Annotated, relating to deceptive or unfair practices, is amended by inserting at the end of said article a new Part 7 to read as follows:

"Part 7

10-1-439.

As used in this part, the term:

- (1) 'Customer' means any person who places a call to an inbound call center.
- (2) 'Inbound call center' means a physical or electronic operation that utilizes telecommunication services or electronic mail in one or more of the following activities: customer services, soliciting sales, reactivating dormant accounts, conducting surveys or research, collection of receivables, receiving reservations, receiving orders, or taking orders.
- (3) 'Personal information' means any personally identifiable information that is provided by a person to an inbound call center, which shall include, but not be limited to, financial and credit information or a name, address, telephone number, or Social Security number.

10-1-439.1.

Any company, firm, association, corporation, subsidiary of a corporation, or other business entity that utilizes an inbound call center to receive telephone calls from customers shall require that within the first 30 seconds of any such call and prior to the disclosure of any personal information by the customer, the

employee taking the call at the call center shall provide the customer with the following information:

- (1) His or her name;
- (2) The name of his or her employer; and
- (3) The city, state, and country where the inbound call center is located.

10-1-439.2.

A willful violation of this article shall constitute an unfair or deceptive trade practice under Part 2 of this article."

## **SECTION 2.**

All laws and parts of laws in conflict with this Act are repealed.