

DNC Policy
Outbound Telemarketing
Updated: November 8, 2018

The purpose of this Company Policy is to ensure compliance with the State and Federal Do Not Call (DNC) rules and regulations. It is the intent of the Company to have absolute compliance with the DNC rules and regulations for all Outbound Telemarketing (OBTM) calling.

This Policy is to be made part of all outbound telemarketer vendors agreements. Should Solar Farms NY (Company) engage in outbound telemarketing activities with internal resources this Policy will apply.

Company requires all employees, agents, contractors and vendors that are engaged in telephone marketing be trained on the provisions of the Telephone Consumer Protection Act of 1991, the FTC Telephone Sales Rule, and all applicable state regulations. The Company's Do Not Call Policy and training on Do Not Call policy and procedures is provided to all personnel or entities that make telemarketing on the Company's behalf.

Marketer is required to have its own written Do Not Call policy and make both its policy and Company's policy available to anyone upon request. Marketer personnel must be trained on telephone solicitation and applied use of both the Marketer's and Company's Do Not Call policies.

Any questions about the Company's Do Not Call policies should be directed to:

Irene Moser
90 State Street
Albany, NY 12207
203.202.9788
Email: imoser@solarfarmsny.com

Lead Lists

It is a violation of this Agreement for the Marketer to use any list for a campaign that is not approved by the Company. All leads must be scrubbed against the National/State Do Not Call lists, Company internal Do Not Call Lists, cell phones and any other criteria the Company deems appropriate ("Scrub Procedure").

Marketers are allowed, only with express written permission from the Company, to purchase a list to be used for a Company campaign. The Marketer is required to submit the list to the Company or its designate for Scrub Procedures and approval prior to utilizing the list.

DNC – National Call Registry

Marketer must purchase access to the relevant Do Not Call data from the National Registry database for all Company campaigns. Marketer is prohibited from using the Company's access to the National Registry database. Marketer may not divide the costs to access the National Registry database among various clients; access for the Company must be purchased separately. Marketer may not access the National Registry to obtain Do Not Call data for the Company and transfer the data to or share it with another party.

Initial Lead List: Marketer is required to perform a Scrub Procedure upon receipt of all Company approved lead lists. Marketer is required to submit a Scrub Procedure Report to the Company for review and approval prior to loading leads into a dialer.

Carrier DNC Intercept: Marketer is required to subscribe to a service that DNC validates an attempted outbound call prior to an attempt to connect with the prospect. The service for carrier level screening for DNC must utilize lists that are updated daily.

Lead List Maintenance: Marketer is required to perform a lead list Scrub Procedure every 20 days. Marketer is required to submit a Scrub Procedure Report to the Company for review for every scrub procedure. Any Campaign Lead List with a Scrub Procedure that has lapsed beyond 25 days is automatically suspended and can only be reactivated with Company approval.

Manual Dialing

Manually dialing prospect phone numbers by a sales representative is prohibited. Only the Marketer's call center authorized personnel are allowed to manually dial a prospect's phone number. Authorized personnel are allowed to manually dial only phone numbers exactly as provided on the Lead List under limited circumstances;

- a. Call was dropped due to technical issues

DNC Policy
Outbound Telemarketing
Updated: November 8, 2018

- b. Prospect requested a call back within allowable Calling Hours

Under no circumstances is the Marketer permitted to call;

- a. Phone numbers provided by a prospect as an alternative contact number
- b. Referral phone numbers from prospects

Marketer is required to have systems in place that blocks the dialing of any phone number not on a current and approved Company Lead List.

Calling Time Restrictions

Marketer is prohibited from making outbound telemarketing calls outside the hours of 8 a.m. and 9 p.m. local time of the prospect (Callable Hours) or otherwise defined calling hours set by the Company or local or state laws. Prospects requesting a call back can only be called during Callable Hours regardless if the prospect requests a time outside Callable Hours.

Call Abandonment and Safe Harbor

Outbound telemarketing calls are classified as “abandoned” if a prospect answers the call and the Marketer does not connect the call to a live sales representative within two seconds of the prospect’s completed greeting. The use of prerecorded sales messages or sales openings once a prospect has greeted a call is not allowed under this Agreement. Marketer must allow an unanswered call to ring either four times or for 15 seconds before disconnecting the call. Marketer is required to maintain an Abandoned Rate exclusive to the Company’s campaigns. If Marketer is conducting simultaneous campaigns for the Company, Marketer cannot average the abandonment rates for all campaigns. Each separate campaign is subject to a maximum abandonment rate of three percent measured over the duration of a single calling campaign, if less than 30 days, or separately over each successive 30-day period or portion thereof that the campaign continues.

Marketer is required to have a live representative answer at least 97 percent of the calls answered by a prospect.

- a. Calls answered by machine, calls that are not answered at all, and calls to non-working numbers do not count in this calculation

Marketer is not in violation of the call abandonment requirements if the Marketer:

- a. ensures abandonment of no more than three percent of all calls answered by a live person, measured over the duration of a single calling campaign, if less than 30 days, or separately over each successive 30-day period or portion thereof that the campaign continues.
- b. allows the telephone to ring for 15 seconds or four rings before disconnecting an unanswered call
- c. plays a recorded message stating the Company and telephone number of the Company whenever a live sales representative is unavailable within two seconds of a live person answering the call
 - i. the recorded message may not contain a sales pitch and must include a phone to which a prospect can call to be placed on the Company’s Do Not Call list.
- d. maintains records documenting adherence to these requirements

Call Attempts

The maximum attempts a lead can be called is 10 with no more than 2 calls per day. Call attempts to a lead must be at least 4 hours apart.

Dialer Logs

Marketer is required to post daily Company campaign dialer logs to the Company designated ftp site. The format and call dispositions must comply with Company provided format. Weekly commissions will be withheld until all call logs are received for that pay period. Marketer will forfeit all commissions for a pay period if call logs for that pay period are not submitted within 10 business days.

CNAM

Prior to the start of any campaign, Marketer must first submit and get Company approval of the Caller ID Name (CNAM). CNAM is required to be used on all campaigns to accurately display the Company's name along with a Company designated phone number.

COMPANY DO NOT CALL REQUESTS

Company requires the Marketer to report via daily call logs all consumer requests to be removed from lead lists.

Marketer is required to remove the phone number from their dialer to prevent further phone call to requested Do Not Call consumers. Phone number registration on the Company’s Do Not Call list is permanent.