

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2025

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HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH10432-MC-157

Short Title: Robocall Solicitation Modifications. (Public)

Sponsors: Representative Greene.

Referred to:

1 A BILL TO BE ENTITLED  
2 AN ACT TO MODIFY THE LAWS GOVERNING TELEPHONE SOLICITATIONS TO  
3 ADDRESS ROBOCALLS.

4 The General Assembly of North Carolina enacts:

5 SECTION 1. Article 4 of Chapter 75 of the General Statutes reads as rewritten:

6 "Article 4.

7 "Telephone Solicitations.

8 "§ 75-100. Findings.

9 ...

10 "§ 75-101. Definitions.

11 The following definitions apply in this Article:

- 12 (1) Affiliate. – A business establishment, business, or other legal entity that  
13 wholly or substantially owns, is wholly or substantially owned by, or is under  
14 common ownership with a telephone solicitor.
- 15 (2) ~~Automatic dialing and recorded message player. – Any automatic equipment~~  
16 ~~that incorporates a storage capability of telephone numbers to be called or a~~  
17 ~~random or a sequential number generator capable of producing numbers to be~~  
18 ~~called that, working alone or in conjunction with other equipment,~~  
19 ~~disseminates a prerecorded message to the telephone number called.~~
- 20 (3) "Do Not Call" Registry. – The registry created and maintained by the Federal  
21 Trade Commission pursuant to the Telemarketing Sales Rule. It also means  
22 any other telemarketing registry created by the federal government, including  
23 the Federal Communications Commission. It also means any registry created  
24 by the Attorney General pursuant to G.S. 75-102(n).
- 25 (4) Doing business in this State. – To make or cause to be made any telephone  
26 solicitation to North Carolina telephone subscribers, whether the telephone  
27 solicitations are made from a location inside North Carolina or outside North  
28 Carolina.
- 29 (5) Established business relationship. – A relationship between a seller and a  
30 consumer based on:  
31 a. The consumer's purchase, rental, or lease of the seller's goods or  
32 services or a financial transaction between the consumer and the seller  
33 or one or more of its affiliates within the 18 months immediately  
34 preceding the date of a telephone solicitation; or



- 1           b.       The consumer's inquiry or application regarding a product or service  
2                   offered by the seller within the three months immediately preceding  
3                   the date of a telephone solicitation.
- 4           (6)     ~~Express invitation or permission. — Any invitation or permission that is~~  
5                   ~~registered by the telephone subscriber on an independent form and that~~  
6                   ~~contains the telephone number to which calls can be placed and the signature~~  
7                   ~~of the telephone subscriber. The form may be completed and signed~~  
8                   ~~electronically.~~
- 9           (7)     Person. — Any individual, business establishment, business, or other legal  
10                   entity.
- 11          (7a)    Prior express written consent. — An agreement, in writing, bearing the  
12                   signature of the telephone subscriber that clearly authorizes the telephone  
13                   solicitor to deliver or cause to be delivered to the telephone subscriber  
14                   telephone solicitations, and the telephone number to which the signatory  
15                   authorizes such telephone solicitations to be delivered. Prior express written  
16                   consent for a call or text (i) shall be to a single person; (ii) may be obtained  
17                   only after clear and conspicuous disclosure that the telephone subscriber will  
18                   receive future calls on behalf of a specific seller; (iii) is effective if the form  
19                   of signature is recognized as a valid signature under applicable federal or State  
20                   law; and (iv) is nontransferrable.
- 21          (7b)    Robocall. — A voice communication that delivers artificial, artificially  
22                   generated, or prerecorded voice messages, in whole or in part, including, but  
23                   not limited to, telephone calls utilizing soundboard technology and ringless  
24                   voicemail messages. "Robocall" also includes spam and scam text messages  
25                   received by a telephone subscriber through a messaging application.
- 26          (7c)    Robocaller. — Any person doing business in this State that, directly or through  
27                   others, makes, attempts to make, causes to be made, or otherwise provides  
28                   substantial assistance or support for making robocalls.
- 29          (8)     Telemarketing Sales Rule. — The federal regulation promulgated by the  
30                   Federal Trade Commission, 16 C.F.R. Part 310 (January 29, 2003 Edition), as  
31                   amended, to implement the Telemarketing and Consumer Fraud and Abuse  
32                   Prevention Act, 15 U.S.C. §§ 6101-6108, as amended.
- 33          (9)     Telephone solicitation. — A voice or text communication, whether  
34                   prerecorded, live, or a facsimile, over a telephone line or wireless telephone  
35                   network or via a commercial mobile radio service that is made by a telephone  
36                   solicitor to a telephone subscriber for the purpose of soliciting or encouraging  
37                   the purchase or rental of, or investment in, property, goods, or services;  
38                   obtaining or providing information that will or may be used for that purpose;  
39                   soliciting or encouraging a telephone subscriber's participation in any contest,  
40                   sweepstakes, raffle, or lottery, whether legal or illegal; or obtaining a  
41                   charitable donation. "Telephone solicitation" also includes those transactions  
42                   that are defined as "telemarketing" under the Telemarketing Sales Rule.
- 43          (10)    ~~Telephone solicitor. — Any individual, business establishment, business, or~~  
44                   ~~other legal entity person doing business in this State that, directly or through~~  
45                   ~~salespersons or agents, makes or makes, attempts to make-make, causes to be~~  
46                   ~~made, or otherwise provides substantial assistance or support for making~~  
47                   ~~telephone solicitations or causes telephone solicitations to be made.~~  
48                   solicitations. "Telephone solicitor" also includes any party defined as a  
49                   "telemarketer" under the Telemarketing Sales Rule.
- 50          (11)    Telephone subscriber. — An individual who subscribes to a residential  
51                   telephone service from a local exchange company, a competing local provider

1 certified to do business in North Carolina, or a wireless telephone company;  
2 or the individuals living or residing with that individual.

3 (12) ~~Unsolicited telephone call. — A voice or text communication, whether~~  
4 ~~prerecorded, live, or a facsimile, over a telephone line or wireless telephone~~  
5 ~~network or via a commercial mobile radio service that is made by a person to~~  
6 ~~a telephone subscriber without prior express invitation or permission.~~

7 **"§ 75-102. Restrictions on telephone solicitations.**

8 ...

9 (f) No telephone solicitor shall make a telephone ~~solicitation~~ solicitation, and no robocall  
10 may be made, before 8:00 A.M. or after 9:00 P.M.

11 ...

12 (h) No telephone solicitor or robocaller shall engage in threats, intimidation, or the use  
13 of profane or obscene language.

14 (i) ~~No telephone solicitor shall cause misleading information to be transmitted to users~~  
15 ~~of caller identification technologies or otherwise block or misrepresent the origin of the telephone~~  
16 ~~solicitation. No provider of telephone caller identification services shall be held liable for~~  
17 ~~violations of this subsection committed by other individuals or entities. It is not a violation of~~  
18 ~~this subsection for a telephone solicitor to utilize the name and number of the entity the~~  
19 ~~solicitation is being made on behalf of rather than the name and number of the telephone solicitor.~~

20 ...

21 (k) Nothing in this section prohibits a telephone solicitor from contacting by  
22 nontelephonic notice a telephone subscriber whose telephone number appears in the "Do Not  
23 Call" Registry to obtain the telephone subscriber's ~~express invitation or permission prior express~~  
24 written consent allowing the telephone solicitor to make telephone solicitations to the telephone  
25 subscriber. A telephone solicitor shall not contact a telephone subscriber by telephone to obtain  
26 this ~~express invitation or permission prior express~~ written consent.

27 (l) Nothing in this section prohibits a telephone solicitor from advertising in a general  
28 medium or contacting by nontelephonic notice a telephone subscriber whose telephone number  
29 appears in the "Do Not Call" Registry to encourage the telephone subscriber to initiate telephone  
30 calls to the telephone solicitor. A telephone solicitor shall not contact a telephone subscriber by  
31 telephone to obtain this ~~express invitation or permission prior express~~ written consent.

32 ...

33 **"§ 75-103. Limited exceptions.**

34 (a) G.S. 75-102(a) does not apply to any of the following telephone solicitations that are  
35 made:

36 (1) To any telephone subscriber with the telephone subscriber's ~~prior express~~  
37 ~~invitation or permission prior express~~ written consent.

38 ...

39 (e) In any dispute regarding whether a telephone subscriber has provided an ~~express~~  
40 ~~invitation or permission prior express~~ written consent under subsection (a) of this section, the  
41 telephone solicitor has the burden of proving that the telephone subscriber has provided this  
42 ~~permission consent~~ by producing the original document, a facsimile document, or an electronic  
43 form, signed by the telephone subscriber, or other authentication that evidences ~~permission-~~  
44 consent. A telephone subscriber may subsequently retract ~~express invitation or permission prior~~  
45 ~~express written consent~~ by indicating a desire not to receive further telephone solicitations under  
46 G.S. 75-102(b).

47 **"§ 75-104. Restrictions on use of automatic dialing and recorded message players. robocalls.**

48 (a) Except as provided in this section, no person may ~~use an automatic dialing and~~  
49 ~~recorded message player to make an unsolicited telephone call~~ make a robocall to a telephone  
50 number.

1 (b) Notwithstanding subsection (a) of this section, a person may ~~use an automatic dialing~~  
2 ~~and recorded message player to make an unsolicited telephone call~~ make a robocall only under  
3 one or more of the following circumstances:

4 (1) All of the following are satisfied:

5 a. The person making the ~~call~~ robocall is any of the following:

- 6 1. A tax-exempt charitable or civic organization.
- 7 2. A political party or political candidate.
- 8 3. A governmental official.
- 9 4. An opinion polling organization, radio station, television  
10 station, cable television company, or broadcast rating service  
11 conducting a public opinion poll.

12 b. No part of the ~~call~~ robocall is used to make a telephone solicitation.

13 c. The person making the ~~call~~ robocall clearly identifies the person's  
14 name and contact information and the nature of the ~~unsolicited~~  
15 ~~telephone call~~ robocall.

16 (2) Prior to the playing of the ~~recorded message~~ robocall, a live operator complies  
17 with G.S. 75-102(c), states the nature and length in minutes of the recorded  
18 message, and asks for and receives prior approval to play the recorded  
19 message from the person receiving the call.

20 (3) The ~~unsolicited telephone call~~ robocall is in connection with an existing debt  
21 or contract for which payment or performance has not been completed at the  
22 time of the ~~unsolicited telephone call~~ robocall, and both of the following are  
23 satisfied:

24 a. No part of the ~~call~~ robocall is used to make a telephone solicitation.

25 b. The person making the ~~call~~ robocall clearly identifies the person's  
26 name and contact information and the nature of the ~~unsolicited~~  
27 ~~telephone call~~ robocall.

28 (4) The ~~unsolicited telephone call~~ robocall is placed by a person with whom the  
29 telephone subscriber has made an appointment, provided that the ~~call~~ robocall  
30 is conveying information only about the appointment, or by a utility, telephone  
31 company, cable television company, satellite television company, or similar  
32 entity for the sole purpose of conveying information or news about network  
33 outages, repairs or service interruptions, and confirmation ~~calls~~ robocalls  
34 related to restoration of service, and both of the following are satisfied:

35 a. No part of the ~~call~~ robocall is used to make a telephone solicitation.

36 b. The person making the ~~call~~ robocall clearly identifies the person's  
37 name and contact information and the nature of the ~~unsolicited~~  
38 ~~telephone call~~ robocall.

39 (5) The person plays the ~~recorded message~~ robocall in order to comply with  
40 section 16 C.F.R. Part 310.4(b)(4) of the Telemarketing Sales Rule.

41 (6) The ~~unsolicited telephone call~~ robocall is placed by, or on behalf of, a health  
42 insurer as defined in G.S. 58-51-115(a)(2) from whom the telephone  
43 subscriber or other covered family member of the health insurer receives  
44 health care coverage or the administration of such coverage, provided that the  
45 ~~call~~ robocall is conveying information related to the telephone subscriber or  
46 family member's health care, preventive services, medication or other covered  
47 benefits, and both of the following are satisfied:

48 a. No part of the ~~call~~ robocall is used to make a telephone solicitation.

49 b. The person making the ~~call~~ robocall clearly identifies the person's  
50 name and contact information and the nature of the ~~unsolicited~~  
51 ~~telephone call~~ robocall.

- 1 (7) No part of the ~~call-robocall~~ is used to make a telephone solicitation, the person  
2 making the ~~call-robocall~~ clearly identifies the person's contact information and  
3 the nature of the ~~unsolicited telephone call-robocall~~, and the sole purpose of  
4 the ~~unsolicited telephone call-robocall~~ is to protect the public health, safety,  
5 or welfare, by informing the telephone subscriber of any of the following:
- 6 a. That the telephone subscriber has purchased a product that is subject  
7 to a recall by the product's manufacturer, distributor or retailer, or by  
8 the federal Consumer Product Safety Commission or another  
9 government agency or department with legal authority to recall the  
10 product which is the subject of the ~~call-robocall~~, due to safety or health  
11 concerns, provided that (i) there is a reasonable basis to believe that  
12 the telephone subscriber has purchased the product, and (ii) the  
13 message complies with any requirements imposed by any government  
14 agency instituting the recall.
- 15 b. That the telephone subscriber may have received a prescription or  
16 over-the-counter medication that is subject to a recall by the product's  
17 manufacturer, distributor or retailer, or by the federal Food and Drug  
18 Administration or another government agency or department with  
19 legal authority to recall the product which is the subject of the ~~call-~~  
20 ~~robocall~~, due to safety or health concerns, provided that (i) the ~~call~~  
21 ~~robocall~~ and its message comply with the requirements of the Health  
22 Insurance Portability and Accountability Act (P.L. 104-191) (HIPAA)  
23 and any corresponding regulations pertaining to privacy, (ii) there is a  
24 reasonable basis to believe that the telephone subscriber has purchased  
25 or received the medication, and (iii) the message complies with any  
26 requirements imposed by the government agency or product  
27 manufacturer, distributor, or retailer instituting the recall.
- 28 c. That the telephone subscriber has not picked up a filled prescription  
29 drug for which a valid prescription is on file with a pharmacy licensed  
30 pursuant to G.S. 90-85.21 and the telephone subscriber requested that  
31 the prescription be filled, provided that the ~~call-robocall~~ and its  
32 message comply with the requirements of the Health Insurance  
33 Portability and Accountability Act (P.L. 104-191) (HIPAA) and any  
34 corresponding regulations pertaining to privacy.
- 35 (8) The ~~call-robocall~~ is generated from a court proceeding notification system  
36 established by the Administrative Office of the Courts.

37 **"§ 75-104A. Restrictions on spoofing and impersonating government officials.**

38 (a) No telephone solicitor or robocaller shall cause misleading information to be  
39 transmitted to users of caller identification technologies or otherwise block or misrepresent the  
40 origin of a telephone solicitation or robocall. No provider of telephone caller identification  
41 services shall be held liable for violations of this subsection committed by other individuals or  
42 entities. It is not a violation of this subsection for a telephone solicitor to utilize the name and  
43 number of the entity the solicitation is being made on behalf of rather than the name and number  
44 of the telephone solicitor.

45 (b) No telephone solicitor or robocaller shall impersonate any federal, State, or local  
46 government official, law enforcement professional, or government agency in order to defraud,  
47 confuse, or financially or otherwise injure the telephone subscriber or in order to obtain personal  
48 information from the telephone subscriber that may be used in a fraudulent or unlawful manner.

49 **"§ 75-105. Enforcement.**

50 (a) The Attorney General may investigate any complaints received alleging violation of  
51 this Article. If the Attorney General finds that there has been a violation of this Article, the

1 Attorney General may bring an action to impose civil penalties and to seek any other appropriate  
2 relief pursuant to this Chapter, including equitable relief to restrain the violation. If the Attorney  
3 General brings an action on behalf of telephone subscribers pursuant to subsection (b) of this  
4 section, the Attorney General may not seek treble damages on behalf of telephone subscribers  
5 pursuant to G.S. 75-16. Actions for civil penalties under this section shall be consistent with the  
6 provisions of this Chapter except that the penalty imposed for a violation of this Article shall be  
7 either of the following:

- 8 (1) Five hundred dollars (\$500.00) for the first violation, one thousand dollars  
9 (\$1,000) for the second violation, and five thousand dollars (\$5,000) for the  
10 third and any other violation that occurs within two years of the first violation.
- 11 (2) One hundred dollars (\$100.00) for each violation within two years of the first  
12 violation, if the solicitor or robocaller can show that the violations are the  
13 result of a mistake and the telephone solicitor or robocaller either made the  
14 telephone solicitation or robocall under G.S. 75-103(a)(1), (2), (3), (4), and  
15 (5), or can show that the telephone solicitor complied with G.S. 75-102(d).  
16 This subsection does not apply if the telephone solicitor or robocaller violated  
17 G.S. 75-104A.

18 If a single call violates multiple provisions of this Article, penalties shall be assessed for each  
19 violation of the provisions of this Article caused by that call.

20 (a1) There is a rebuttable presumption that a telephone subscriber with a North Carolina  
21 area code is a North Carolina resident or in North Carolina at the time a telephone solicitation or  
22 robocall is made.

23 (b) A telephone subscriber who has received a robocall or a telephone solicitation from  
24 or on behalf of a telephone solicitor or robocaller in violation of this Article may bring any of the  
25 following actions in civil court:

- 26 (1) An action to enjoin further violations of this Article by the telephone  
27 ~~solicitor~~ solicitor or robocaller.
- 28 (2) An action to recover five hundred dollars (\$500.00) for the first violation, one  
29 thousand dollars (\$1,000) for the second violation, and five thousand dollars  
30 (\$5,000) for the third and any other violation that occurs within two years of  
31 the first violation.

32 If a single call violates multiple provisions of this Article, penalties shall be assessed for each  
33 violation of the provisions of this Article caused by that call.

34 (c) No action may be brought under subsection (b) of this section if the violations are a  
35 result of mistake and the telephone solicitor either made the telephone solicitation under  
36 G.S. 75-103(a)(1), (2), (3), (4), and (5), or can show that the telephone solicitor complied with  
37 G.S. 75-102(d). An action may be brought under subsection (b) of this section if the telephone  
38 solicitor or robocaller violated G.S. 75-104A.

39 ...."

40 **SECTION 2.** G.S. 75-115(3) reads as rewritten:

41 "(3) Unsolicited advertisement. – Any material advertising the commercial availability or  
42 quality of any property, goods, or services that is transmitted to any person or entity without that  
43 person's or entity's ~~prior express invitation or permission~~ prior express written consent. ~~Prior~~  
44 ~~express invitation or permission may be obtained for a specific or unlimited number of~~  
45 ~~advertisements and may be obtained for a specific or unlimited period of time.~~ written consent  
46 may be obtained in accordance with G.S. 75-101."

47 **SECTION 3.** This act becomes effective October 1, 2025, and applies, for causes of  
48 action, to telephone solicitations in violation of this act occurring on or after that date.