

2024 TCPA CHANGES

Consent Revocation

In February 2024, the Federal Communications Commission (FCC) adopted new consumer protections under the TCPA. The goal of the changes is to make it easier for consumers to revoke consent for unwanted robocalls and automated texts.



Here are three key TCPA changes that organizations need to consider.

1 Allow consumers to revoke consent in any reasonable manner

Texters must process opt-outs for these terms.

- Unsubscribe
- Cancel
- End
- Stop
- Opt Out
- Quit
- Revoke

If consumers say something else, the **burden is on the sender** to show why it's unreasonable.

- Ennd
- Cncel
- No more!
- Opt-Out
- Stahp it



Takeaway

Unpredictable opt-out language from consumers opens the door for potential TCPA violations.

2 Limit of one text to confirm opt-out requests

Organizations may send one text to confirm a consumer's revocation request. If the consumer opted into multiple categories of outreach, this message can seek clarification on the scope of the opt-out.*



Takeaway

Confirmation texts give enterprises a chance to turn global opt-outs into partial ones.



***HURRY!**
Confirmation texts must be sent within five minutes of opt-out.

3 Honor revocation and DNC requests within 10 business days



Consumers can use any reasonable manner to revoke consent.

National DNC Registry Internal DNC List

Data from both internal DNC and the National Do Not Call Registry must be properly integrated.

Enterprise Data Systems

Consent status must be updated in all relevant systems to prevent non-compliant outreach.

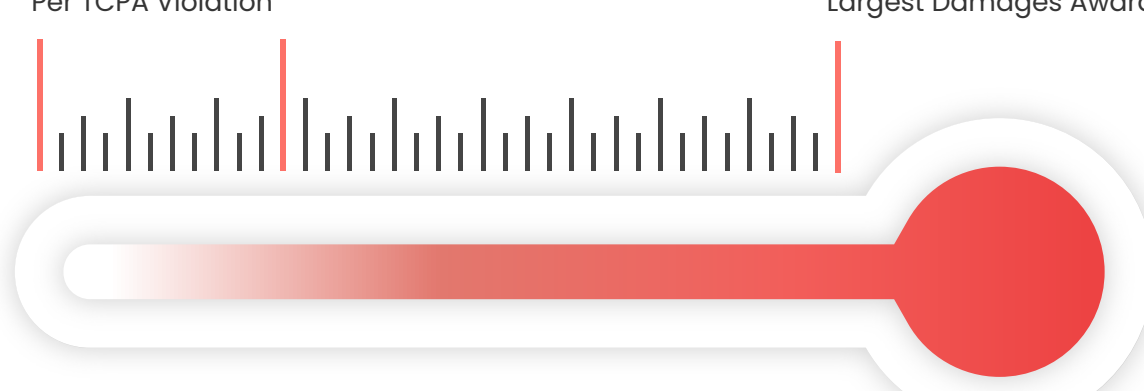
Takeaway

When it comes to contact preference and opt-out data, seamless integration is a must for TCPA compliance. Organizations should assess the functionality of all software used in engaging their audiences.

What Are The Risks?

\$500-\$1,500
Per TCPA Violation

\$925M
Largest Damages Award



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