

# For Your Information

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## *WIRELESS 411 SERVICE*

In 2006, a new Wireless 411 Service will provide cell phone users the choice and the opportunity to list their cell phone numbers in the same nationwide voice 411 service they use today for their landline phones.

Cell phones are fast becoming the phone of choice for highly mobile individuals, small businesses, home-based enterprises and corporations. According to a survey as many as 30% of cell users use their cell phones as their primary or only phone.

Yet, no wireless voice 411 service exists to provide directory assistance services for people who choose to be listed and want to be contacted.

The Wireless 411 Service will offer consumers something they've never had before and do not have today with landline phones: Choice, privacy and security. Besides 411 with privacy, the service will offer cell phone users a host of new benefits including enhanced personal safety, wider

contact during emergencies, new business opportunities and social interactions.

Consumers must formally opt-in to have their number included and a privacy policy clearly outlining rights will be made available.

Consumers may choose to have their number removed at any time. When removed, no residual personally identifiable information will remain anywhere.

Wireless data will only be used for a wireless voice 411 inquiry. No directory, either printed, electronic or on the Internet will exist in any form. A method will exist for consumers to remove their numbers or to register complaints. Opt-in requires authorization by a consumer 18 years of age or older.

No fee will be charged for listing, for additions or deletions.

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FCC regulations prohibit telemarketers from using automated dialers to call cell phone numbers. Automated dialers are standard in the industry, so most telemarketers are barred from calling consumers on their cell phones without their consent.

The federal government does not maintain a national cell phone registry. Personal cell phone users have always been able to add their numbers to the National Do Not Call Registry—the same Registry consumers use to register their land lines—either online at [www.donotcall.gov](http://www.donotcall.gov) or by calling toll-free 1-888-382-1222 from the telephone number they wish to register. Registrations be-

come effective within 31 days of signing up and are active for five years. There is no cut-off date or deadline for registrations.

Business-to-business call are not covered under the Registry.

Consumers need to be aware that with their ability to port their land line numbers to a cell phone, telemarketers are unable to distinguish these as cell phones. Under these circumstances it is even more important to register these numbers with the Do Not Call Registry.