

SPEAKING UP!: R.E.A.C.H. Asks FCC to Give Businesses More Time To Process Revocations– Seeks Rules to Deter Litigators

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Well [Responsible Enterprises Against Consumer Harassment](#) (R.E.A.C.H.) just made its latest comment to the FCC and, as usual, it was extremely impactful.

Don't have too much time to dive into this right now, but hopefully you will all recall the [FCC has an NPRM ongoing](#)—no, [not the big “lead gen” one](#), the other one—designed to solidify a consumer's right to revoke consent under the TCPA.

Rather obviously REACH SUPPORTS an effort to allow consumers to withdraw their consent—part of REACH's core mission is to stop UNWANTED calls, of course— but the rules the FCC proposed (including an immediate 24 hour deadline to honor revocation) were clunky and malnourished. But we took care of that.

In R.E.A.C.H.'s latest INCREDIBLE comment to the FCC—that you can read here [R.E.A.C.H. Reply Comments on Consent Revocation Petition](#)—R.E.A.C.H. advocates that a business be given up to 10 business days to honor a revocation effort. This is necessary due to the complexity of notifying multiple calling partners in a potential waterfall and working through integration issues with different platforms. Plus it better aligns with state laws on the subject.

R.E.A.C.H. also asked the Commission to preserve the current rule that businesses can provide for reasonable revocation channels via contracts and also sought to limit the use of UNREASONABLE opt out channels by litigants.

Per usual, R.E.A.C.H. is taking the lead for common sense TCPA reforms while keeping businesses, well, in business.

For more information about how you can help further the R.E.A.C.H. missions of stopping unwanted robocalls WITHOUT unnecessary governmental overreach, give the Czar a buzz.

Oh and BIG BIG BIG BIG BIG shout out to John Barbret for his HUGE help on this comment. Literally could not have done it without him. Amazing guy. Really thoughtful. And great writer!

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