

STATE TELEMARKETING LAWS

Alabama

Telemarketing and Robocall Laws

Statutes, rules, and how they differ from the TCPA



By Adam Young and Harrison Gevirtz

<https://tcpa.com/state-telemarketing-laws/alabama/>

01. Alabama Telemarketing Act

ALA. CODE §§ 8-19A-1 TO 8-19A-24

Licensing and \$50,000 security for commercial telephone sellers, oral disclosures, a signed written contract, and cancellation and refund rights.

02. Telephone Solicitations (ch. 19C)

ALA. CODE §§ 8-19C-1 TO 8-19C-12

A PSC do-not-call database, a ban on blocking caller ID, PSC penalties of up to \$2,000 per violation, and a private action for consumers.

AT A GLANCE

Alabama at a glance

WHY ALABAMA MATTERS

A consumer can recover up to \$2,000 per knowing do-not-call violation, four times the TCPA's \$500 base award. PSC rules add an 8 p.m. cutoff and bar solicitation calls on Sundays and holidays. Unlicensed solicitation is a Class C felony.



Who and what is covered

The Telemarketing Act defines "telephone solicitation" as "a voice communication over a telephone line" to encourage a purchase, rental or investment (§ 8-19A-3(17)).

Text messages

The definition requires a voice communication, so texts are not clearly covered. No Alabama statute or reported decision settles the point.

Aa. **Callers**

Sellers calling consumers in Alabama, from inside the state or from other states or nations.

Bb. **Exemptions**

Nonprofit and political calls, securities and insurance licensees, supervised banks, existing customers.

Cc. **PSC rules**

Calling hours appear only in PSC rules, not in the Telemarketing Act itself.

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Telephone sales need a contract

3 days

A purchase ordered through a commercial telephone solicitation "if not followed by a signed written contract, is not final" (§ 8-19A-14(a)). Alabama has no state consent rule for robocalls; the TCPA and FCC consent rules apply.

Signed contract first

The contract carries a 12-point notice just before the signature. No card charge until the seller has the signed copy.

Cancel and refund

Cancel in writing within three business days of the confirmation. Delivery later than 30 days makes the contract voidable.

01. State do-not-call database

ALA. CODE § 8-19C-2(a), (b)(4)

No telephone solicitation to a residential subscriber who has objected to the PSC. The database includes Alabama numbers from the national registry.

02. Internal do-not-call

ALA. ADMIN. CODE R. 770-X-5-.23(7)

No live or automated solicitation call to a number once told calls are not welcome. The rule binds predecessors and owners, with no time limit.

DO-NOT-CALL

Do-not-call and opt-outs

IN PRACTICE

The PSC says Alabama merged its register with the national registry, so scrub Alabama numbers against it. Rule .31 still describes a \$500 annual access fee; confirm with the PSC whether it still sells a separate list.



Calling hours and days

These limits come from PSC rule 770-X-5-.17, not the Telemarketing Act. The same text applies to live and to automated solicitation calls to consumers in Alabama.

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Calling days a week

Monday to Saturday only: "No solicitation calls are allowed on Sundays or holidays" (r. 770-X-5-.17(1)(b)).



8 a.m. to 8 p.m.

On allowed days (r. 770-X-5-.17(1)(b), (2)(b)). No time zone is named; use the called party's local time.



Holidays

The rule does not define "holidays." Keep a written holiday calendar. The stated sanction is discontinuance of service.

Autodialers and caller ID

Alabama has no statutory autodialer definition. PSC rules bar dialing numbers "in sequential fashion," which is narrower than the federal random or sequential number generator test.

No state consent rule

Neither the statutes nor the PSC rules impose consent for automated or prerecorded calls. Consent comes from the TCPA and FCC.

Aa. **Dialers**

Register each ADAD with the PSC, use a 10-second disconnect, and never dial sequentially.

Bb. **Identify**

Live calls: name and number within 10 seconds.
Automated: within 20, and again at the end.

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Cc. **Caller ID**

No knowingly blocking or circumventing the subscriber's caller ID service (§ 8-19C-5(b)).



Licensing and bonding

Before doing business in Alabama, including calls from other states, a commercial telephone seller must be licensed by the Attorney General's Consumer Division. Each salesperson applies separately.

\$50,000

Minimum security

A bond, letter of credit or certificate of deposit, conditioned on compliance with the Act (§ 8-19A-10(b)).



\$500 seller license

Annual fee for the seller; \$50 a year for each salesperson, with the seller's verified statement.



Dialer registration

Anyone using automatic dialing and announcing devices registers with the PSC Secretary's Office.

Private lawsuits



\$2,000

Ch. 19C: up to \$2,000 per knowing violation, or actual loss if greater, after more than one call in 12 months.

2 years

Ch. 19C limitations period.
A due-care defense protects callers with reasonable procedures in place.

No class



DTPA: \$100 or actual damages, up to triple, plus fees. A consumer may not sue on behalf of a class.



Alabama vs. the TCPA

Alabama is stricter on calling hours, Sunday and holiday calls, licensing and bonding, telephone sales contracts and do-not-call damages. It is looser in that those damages are discretionary and need a knowing violation. The TCPA does not preempt stricter intrastate rules.

Alabama

Calls end at 8 p.m., none on Sundays or holidays, license and \$50,000 security, up to \$2,000 per knowing violation.

Federal TCPA

Calls end at 9 p.m. on any day, no license or bond, up to \$500 per violation, or \$1,500 if willful or knowing.

Agency enforcement

No defining appellate decision construing chapter 8-19C or the Telemarketing Act was located for this summary, so enforcement rests on the statutes and the agencies.

Two statutes, one link

A Telemarketing Act violation is also a violation of the Alabama Deceptive Trade Practices Act (§ 8-19A-23).

Aa. **PSC**

Ch. 19C: cease and desist orders and civil penalties up to \$2,000 per violation.

Bb. **AG and DAs**

Telemarketing Act: up to \$10,000 per violation, waivable after full restitution.

\$10K

Cc. **Criminal**

Unlicensed solicitation is a Class C felony; a second or later conviction is Class B.



Amendment history



1994

Telemarketing Act

Acts 1994, No. 94-650 enacted the Telemarketing Act, §§ 8-19A-1 to 8-19A-24.

1999

Do-not-call law

Act 99-450 created chapter 19C and amended the Telemarketing Act.

2003

National registry

PSC: numbers on the Alabama register before Aug. 14, 2003 need not register again.

2013

PSC rules

Rule .31 filed with LRS Feb. 5, 2013. No later amendment appears in the code or rules.



01. Under the Telemarketing Act

ALA. CODE §§ 8-19A-5 TO 8-19A-15

- License the seller and salespersons; post the \$50,000 bond.
- Give name, company and product within 30 seconds.
- Get the signed contract with the 12-point notice first.
- Never require or prefer credit card payment.

02. Under ch. 19C and PSC rules

ALA. CODE § 8-19C-2; R. 770-X-5-.17

- Scrub the national registry and internal do-not-call lists.
- Call 8 a.m. to 8 p.m., Monday to Saturday, never on holidays.
- Register ADADs, no sequential dialing, keep caller ID on.

CHECKLIST

Compliance checklist

PLEASE NOTE

This checklist summarizes state law for general information and is not legal advice. Statutes change; confirm current text with the official source.



Sources behind this deck

ALABAMA LAW

[Ala. Code §§ 8-19A-1 to 8-19A-24](#) Alabama Telemarketing Act

[Ala. Code §§ 8-19C-1 to 8-19C-12](#) Telephone Solicitations (do-not-call)

[Ala. Code § 8-19-5](#) DTPA unlawful practices

[Ala. Code § 8-19-10](#) DTPA private action

[Ala. Code § 8-19-11](#) DTPA penalties

[Ala. Code § 8-19-14](#) DTPA limitations

ALABAMA PSC

[Ala. Admin. Code ch. 770-X-5](#) PSC telephone rules, including r. .17, .23 and .31

[Ala. Admin. Code r. 770-X-5-.31](#) do-not-call register rule

[Alabama PSC: Register for Do Not Call](#)

FEDERAL LAW

[47 U.S.C. § 227](#) Telephone Consumer Protection Act

[47 C.F.R. § 64.1200](#) FCC telemarketing and robocall rules

[47 C.F.R. § 64.1601](#) FCC caller ID rules

[28 U.S.C. § 1658](#) four-year federal limitations period

[16 C.F.R. Part 310](#) FTC Telemarketing Sales Rule

Read the full Alabama guide: <https://tcpa.com/state-telemarketing-laws/alabama/>

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The law changes

Current as of October 15, 2026. Statutes, FCC and FTC rules and court decisions change, and some changes are adopted before they take effect. This deck may not reflect later developments.

Courts disagree. Courts in different places can read the same rule differently. Case summaries are not predictions: any other matter turns on its own facts, court and law.

Check the official source. Verify each point against the statute, rule or opinion on the Sources slide. If an official source and this deck differ, the official source controls.

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Read the full Alabama guide on TCPA.com

The guide covers the Telemarketing Act, the do-not-call law, PSC calling-hour and dialer rules, penalties and a compliance checklist, with links to the official sources.



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Adam Young

Adam Young is a Miami entrepreneur, the CEO of Ringba and the author of The Pay Per Call Revolution, with more than a decade in telecom, call routing and performance marketing. At TCPA.com he writes about the TCPA, robocall enforcement, tech support fraud cases and what DOJ, FTC and FCC actions mean for companies that make calls. His goal is simple: keep good companies compliant and keep scammers off the phone network.

[Read more from Adam at TCPA.com](#)

[TCPA.com author page](#)

[Website: adamyoun.com](#)

[LinkedIn: linkedin.com/in/capitalist](#)

[Instagram: @adamyoun](#)

[X: @arbitrage](#)

[YouTube: @adamyoun](#)





Harrison Gevirtz

Harrison Gevirtz is the Chief Strategy Officer of Ringba, a call tracking and pay per call platform based in Las Vegas. He has worked for years in call tracking, call routing and telemarketing operations, with a focus on how federal regulations affect daily operations. At TCPA.com he covers TCPA litigation, TSR enforcement, tech support fraud prosecutions and FCC rulemaking for executives and compliance managers who are not lawyers.

[Read more from Harrison at TCPA.com](#)

[TCPA.com author page](#)

[Instagram: @affiliate](#)