

STATE TELEMARKETING LAWS

Alaska

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/alaska/>

01. Unwanted calls (AS 45.50.475)

AS 45.50.475; AS 45.50.471(B)(41)

National registry and internal do-not-call rules, plus a ban on automated or recorded sales messages. A violation is an unfair or deceptive practice.

02. Telephonic Solicitations Act

AS 45.63.010 TO 45.63.100

Per-campaign registration with the Department of Law, a 15-second disclosure, a signed written contract and a seven-day refund right.

AT A GLANCE

Alaska at a glance

WHY ALASKA MATTERS

AS 45.50.475(a)(4) bars calls using an automated or recorded message as an advertisement or solicitation, with no consent exception in its text. Each sales campaign must be registered 30 days ahead, and an unregistered campaign is a class C felony.



Who and what is covered

A "telephone solicitation" is a call to a customer at home "or on a customer's cellular or mobile telephone" to encourage a purchase or a donation (AS 45.50.475(g)(4)).

Text messages

The solicitation must be "by telephone." The statute does not mention text messages.

Aa. **Cell phones**

Covered since the 2009 amendment (HB 93), along with residential lines.

Bb. **Exemptions**

Customer-requested, political and business calls, and buyers within 18 months.

18

Cc. **Charities**

Donation calls are covered, except to members and recent donors.





Recorded sales messages

AS 45.50.475(a)(4) bars anyone who "originates a telephone call using an automated or recorded message as a telephonic advertisement or a telephone solicitation." The text has no consent exception.

Consent is not a defense

The TCPA allows prerecorded sales calls with prior express written consent. Alaska's text does not.

No good-faith defense

The employer and individual defenses cover only the do-not-call rules, not the recorded message ban.

01. National registry adopted

AS 45.50.475(A)(2)

Alaska keeps no list of its own. No solicitation to a number on the national registry for the required minimum time.

02. Internal do-not-call

AS 45.50.475(A)(3)

No solicitation to a customer who told the caller, the business or the charity not to call that number.

DO-NOT-CALL

Do-not-call and opt-outs

IN PRACTICE

An employer has a defense if it adopted written procedures, trained its staff and the call was a good faith error. An individual caller is not liable without intent or reckless disregard.



Disclosure and hang-up

The Telephonic Solicitations Act sets what a seller must say and when it must stop. Exempt sellers still owe these duties.

15

Seconds to disclose

Seller's name and number, whom it represents, and that it is a sales call (AS 45.63.045(a)).



Hang up on objection

End the call and disconnect when the person objects or says not interested (AS 45.63.045(b)).



No state calling hours

Alaska sets no calling hours or call cap. Federal 8 a.m. to 9 p.m. hours govern.

Contracts and refunds

Until a seller receives a "signed, written contract for the purchase," it may not solicit or take payment by card, check or cash (AS 45.63.020).

No dialer or caller ID rule

Alaska has no autodialer definition and no caller ID or spoofing rule. Federal rules govern.

Aa. **Contract**

Must state the buyer's refund rights and the disclosures the department requires.

Bb. **Refunds**

Refund, credit or replacement, at the buyer's option, within seven days.

Cc. **No waiver**

"A waiver of the rights of a buyer under this chapter is void" (AS 45.63.050).



Campaign registration

A seller making substantially the same offer to two or more persons must register with the Department of Law at least 30 days before each solicitation campaign.

\$200

Registration fee

Set by 9 AAC 14.060(a). 19 exempt categories skip registration but not the disclosure rules.



One per campaign

File the script and a sample contract; registration is complete only on acknowledgement.



Keep it current

Report material changes within 10 days and update salespersons every 90 days.



Lawsuits and penalties



\$500

Greater of treble damages or \$500 per violation, plus mandatory fees, but the consumer must show an ascertainable loss.

2 years

Private action limitations period, running from when the loss was or should have been discovered.

\$25,000



Attorney General civil penalty per violation, at least \$1,000. Up to \$50,000 for violating an injunction.



Alaska vs. the TCPA

Alaska is stricter on recorded sales messages, campaign registration, the 15-second disclosure and signed contracts. It is looser on calling hours and caller ID, and its damages need an ascertainable loss. The TCPA does not preempt stricter intrastate rules.

Alaska

No recorded sales messages even with consent, \$200 per-campaign registration, \$500 with loss, two years.

Federal TCPA

Prerecorded calls allowed with written consent, no registration, \$500 with no loss, four years.

Agency enforcement

No reported decision construing AS 45.50.475 or AS 45.63 was located for this summary, so enforcement rests on the statutes and the Department of Law.

Both laws run through the UTPA

AS 45.50.471(b)(35) and (b)(41) make violations of either law unfair or deceptive practices.

Aa. **Law Dept.**

The Consumer Protection Unit administers both laws and campaign registration.

Bb. **AG**

Up to \$25,000 per violation, or \$50,000 for breaking an injunction.

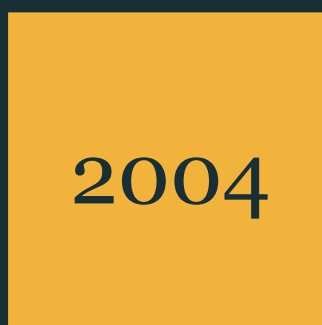
\$50K

Cc. **Criminal**

Class C felony for an unregistered campaign.

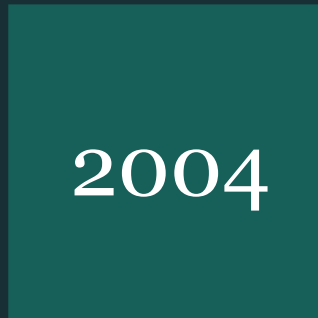


Amendment history



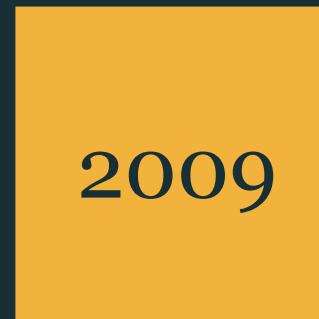
Ch. 55, SLA 2004

Repealed AS 45.50.475(a)(1) and (c), as shown in the current statute.



\$200 fee rule

9 AAC 14.060 shows an effective date of Sept. 1, 2004.



HB 93

Ch. 32, SLA 2009 extended "telephone solicitation" to cell phones.



No recent change

No 2023 to 2026 amendment to AS 45.50.475 or AS 45.63 identified.

01. Calls and recorded messages

AS 45.50.475

- No recorded sales messages to Alaska numbers, even with consent.
- Scrub residential and wireless numbers against the registry.
- Honor internal do-not-call requests.
- Keep written procedures and training records.

02. Telephonic Solicitations Act

AS 45.63.010 TO 45.63.050

- Register each campaign 30 days ahead; pay \$200.
- Disclose in 15 seconds; hang up on objection.
- No payment before the signed contract; honor 7-day refunds.

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

ALASKA LAW

[AS 45.50.475](#) unwanted telephone advertisements and solicitations

[AS 45.50.471](#) UTPA unlawful acts

[AS 45.50.531 to 45.50.561](#) UTPA remedies and penalties

[AS 45.63.010 to 45.63.100](#) Telephonic Solicitations Act

[9 AAC 14.010 to 14.900](#) telephonic seller regulations

[Ch. 32, SLA 2009 \(HB 93\)](#) cell phone amendment

ALASKA DEPARTMENT OF LAW

[Telemarketer Registration](#)

[Application for Telephonic Seller Registration](#)

FEDERAL LAW

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

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

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

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

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

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Full text: <https://tcpa.com/disclaimer/> and <https://tcpa.com/terms/>

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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 Alaska guide on TCPA.com

The guide covers the recorded message ban, do-not-call rules, campaign registration, disclosures, contracts, remedies and a compliance checklist, with links to the official sources.



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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.

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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.

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