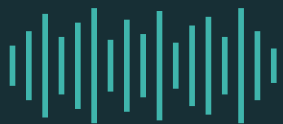


STATE TELEMARKETING LAWS

Arizona

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/arizona/>

01. Telephone Solicitations (Art. 6)

A.R.S. §§ 44-1271 TO 44-1282

Annual Secretary of State registration, a \$100,000 bond, opening disclosures, a three-day cancellation right and a list of prohibited practices.

02. National registry, calls and texts

A.R.S. § 44-1282

No outbound solicitation call "or text message" to a number on the national registry. Exempt sellers are bound too.

AT A GLANCE

Arizona at a glance

WHY ARIZONA MATTERS

Arizona adopts the FCC and FTC calling rules as state law, then adds a \$100,000 bond, annual registration, a ban on intentional unsolicited sales calls to cell phones, and a do-not-call rule for texts. Unregistered solicitation is a class 5 felony.



Who and what is covered

A "telephone solicitation" is "any voice communication from a live operator, announcing device or otherwise" offering merchandise, "to or from a person located in this state" (§ 44-1271(18)).

Text messages

The definition says voice, but since 2023 the do-not-call rule in § 44-1282 names text messages.

Aa. **Sellers**

Outbound callers, and inbound sellers driven by prize or premium mailers.

Bb. **Exemptions**

Full and limited tiers; both stay bound by the core calling rules.

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Cc. **Burden**

Whoever claims an exemption must prove it (§ 44-1273(D)).





Consent and cell phones

No call to a residential line "using an artificial or prerecorded voice to deliver a message" unless for emergency purposes or with "the prior express consent of the called party" (§ 44-1278(B)(4)).

Any prerecorded message

The rule is not limited to telemarketing, and the standard is prior express consent, not written consent.

Unsolicited cell calls

No intentional unsolicited sales call to a mobile or paging device, however it is dialed (§ 44-1278(B)(3)).

01. National registry, calls and texts

A.R.S. § 44-1282(A)

Arizona keeps no list of its own. Calls permitted by federal law are excepted, and real estate licensees have three narrow exceptions.

02. Internal do-not-call

A.R.S. § 44-1278(B)(2)

No outbound call to a person who said they do not want calls by or for the seller whose goods are offered.

DO-NOT-CALL

Do-not-call and opt-outs

IN PRACTICE

The internal list safe harbor needs written procedures, training, a no call list with every request kept for at least ten years, and a call made in error. Federal law asks for five years.



Calling hours by reference

Arizona has no calling-hour statute of its own. It makes any outbound call not allowed by 47 C.F.R. § 64.1200 or 16 C.F.R. § 310.4 a state unlawful practice.

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p.m. cutoff

No solicitation before 8 a.m. or after 9 p.m., local time at the called party (47 C.F.R. § 64.1200(c)(1)).

Federal rules adopted

FCC consent, identification and abandonment rules and TSR abusive practices (§ 44-1278(B)(6)).

No frequency cap

Arizona sets no numeric limit on the number of calls.

Autodialers and caller ID

Equipment "that uses a random or sequential number generator" may be used only if it excludes emergency lines, hospital rooms, cell and paging services, and no call list numbers.

Duguid as a guide

The phrase mirrors 47 U.S.C. § 227(a)(1), so Facebook v. Duguid (2021) is a natural guide.

Aa. **Caller ID**

Accurately identify on caller ID; never block it (§§ 44-1276(G), 44-1278(B)(1)).

Bb. **Disclose**

Four opening items, including both street addresses and legal names.

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Cc. **Cancel**

Three business days after delivery, with the statutory notice form.



Registration and bonding

A seller files a verified registration with the Secretary of State before soliciting from Arizona or anyone located in Arizona. Each principal signs, and the signatures are notarized.

\$100,000

Required bond

Issued by a licensed surety, for the benefit of consumers harmed by a violation (§ 44-1274).



Fee up to \$500

Full registration is \$500 on a sliding scale; limited and exempt filings have no fee.



Renew by June 30

Report changes within ten days; report changes in solicitors quarterly.



Lawsuits and penalties



\$10,000

Attorney General civil penalty per willful violation under the Consumer Fraud Act (§ 44-1531).

\$1,000

Cap on the civil penalty per violation of the do-not-call and texts rule (§ 44-1282(B)).

Rescind

A consumer may rescind a sale by an unregistered seller at any time and recover money paid and fees.





Arizona vs. the TCPA

Arizona is stricter on registration and its \$100,000 bond, address disclosures, ten-year do-not-call records, unsolicited sales calls to cell phones and consent for all prerecorded calls to homes. Its private remedies are narrower: no statutory damages.

Arizona

Federal hours adopted, \$100,000 bond, no sales calls to cells unsolicited, rescission remedy only.

Federal TCPA

8 a.m. to 9 p.m., no bond, consent for dialed or prerecorded cell calls, \$500 to \$1,500 per call.

Private enforcement

No decision construing § 44-1278 or § 44-1282 was located. Article 6 gives consumers only rescission against unregistered sellers; other claims rely on the Consumer Fraud Act.

Implied right of action

Sellinger (Ariz. 1974) inferred a private Consumer Fraud Act action from § 44-1533.

Aa. **Sellinger**

Leading case on the implied action; it did not involve calls.

Bb. **Limits**

A one-year statute may apply under § 12-541(5); not confirmed.

1

Cc. **Damages**

No statutory damages amount, unlike the TCPA.



Key dates

1974

Sellinger

Arizona Supreme Court infers a private Consumer Fraud Act action.

2023

HB 2498 signed

Approved April 12, 2023: adds "or text message" to § 44-1282(A).

2023

Texts rule in force

General effective date for the 2023 session: October 30, 2023.

2026

Steidinger

7th Cir., July 14, 2026: § 227(c)(5) does not permit private suits for texts.

01. Registration and disclosures

A.R.S. §§ 44-1272 TO 44-1276

- Register before calling; renew by June 30; post the bond.
- Exempt? Still follow §§ 44-1278(B) and 44-1282.
- Disclose both street addresses and legal names first.
- Give the cancellation notice orally and in writing.

02. Calling practices

A.R.S. §§ 44-1278, 44-1282

- Scrub calls and texts against the national registry.
- Keep do-not-call requests ten years; no unsolicited cell sales calls.
- Get consent for prerecorded calls; show accurate caller ID.

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 (1 of 2)

ARIZONA LAW

[A.R.S. § 44-1271](#) definitions

[A.R.S. § 44-1272](#) registration

[A.R.S. § 44-1273](#) exemptions

[A.R.S. § 44-1274](#) bond

[A.R.S. § 44-1275](#) fees

[A.R.S. § 44-1276](#) disclosures, cancellation, caller ID

[A.R.S. § 44-1277](#) criminal violation

[A.R.S. § 44-1278](#) prohibited practices

[A.R.S. § 44-1279](#) civil remedies

ARIZONA LAW (CONTINUED)

[A.R.S. § 44-1282](#) national do-not-call registry

[A.R.S. § 44-1522](#) Consumer Fraud Act unlawful practices

[A.R.S. § 44-1531](#) civil penalties

[A.R.S. § 12-541](#) one-year limitations

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

Sources continued (2 of 2)

LEGISLATION AND AGENCIES

[Laws 2023, ch. 41 \(HB 2498\)](#)

[HB 2498 Senate Fact Sheet](#)

[Arizona Legislature: General Effective Dates](#)

[Arizona Secretary of State: Telephonic Seller Registration](#)

COURT DECISIONS

[Sellinger v. Freeway Mobile Home Sales, Inc.](#), 110 Ariz. 573 (1974)

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

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

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

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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 slides. If an official source and this deck differ, the official source controls.

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Read the full Arizona guide on TCPA.com

The guide covers registration and bonding, prohibited practices, the text do-not-call rule, cell phone and prerecorded call limits, remedies and a checklist, with official links.



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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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