

STATE TELEMARKETING LAWS

Louisiana

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/louisiana/>

01. Telephone Solicitation Relief Act

LA. R.S. 45:844.11 TO 844.17

A single LPSC do not call list that includes Louisiana numbers on the national registry, mandatory LPSC registration and fees, and a safe harbor.

02. LPSC Do Not Call General Order

DOCKET R-35852 (2021)

Operating rules for all residential solicitations: hours, identification, recorded message consent, a 12-month call log and quarterly list updates.

AT A GLANCE

Louisiana at a glance

WHY LOUISIANA MATTERS

No solicitation calls on Sundays or legal holidays, and none before 8 a.m. or after 8 p.m. Monday through Saturday, even for calls exempt from the list. LPSC penalties reach \$3,000 per violation for subscribers over 65.



Who and what is covered

"Telephonic solicitation" is any voice or data communication to a residential subscriber to encourage a sale, rental, investment or credit, or to seek a charitable contribution.

Text messages

"Any voice or data communication" is broad enough to support coverage of marketing texts, but no court or LPSC ruling was located.

Aa. **Callers**

Anyone doing business in Louisiana, including calls from other states into Louisiana.

Bb. **Exempt**

Express requests, existing debts, business ties within six months, polls and political calls.

Cc. **Charities**

501(c)(3) and (6) calls are exempt unless a paid professional solicitor calls.

6





Telephonic sellers

3 days

Sellers using prize, gift, below-regular-price or investment pitches register with the Department of Justice at least 10 days before doing business, for \$150 a year, and post a \$50,000 bond.

Signed contract first

A sale is final only when the seller receives the signed contract with the 12-point notice.
No payment before then.

Cancel and refund

The buyer may cancel within three business days of the confirmation. Refunds due within 14 days.

01. Single Louisiana list

LA. R.S. 45:844.13, 844.14(C)

The LPSC list includes Louisiana numbers on the national registry. Listings last five years. Load each quarterly update by the next quarter.

02. Safe harbor

LA. R.S. 45:844.17

For a registered solicitor's unintended error: written procedures, training, call log and internal list, both registries, list controls.

DO-NOT-CALL

Do-not-call and opt-outs

IN PRACTICE

Never share the Louisiana list with anyone not registered with the LPSC, including scrubbing vendors. Keep a 12-month call log with number, date and time.



Calling hours and days

Under General Order Section V(A), no calls on Sundays or legal holidays and none between 8 p.m. and 8 a.m., Monday through Saturday. It applies even to calls exempt from the list.

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Calling days a week

Monday to Saturday only. The ADAD statute sets the same 8 a.m. to 8 p.m. window (La. R.S. 45:811).



8 a.m. to 8 p.m.

Monday to Saturday; polling and political calls are excepted. Check the LPSC holiday list, including Mardi Gras.



Emergencies

No solicitation during a declared state of emergency, with limited exceptions; \$1,500 per call.

Robocalls and caller ID

ADAD equipment both dials numbers and plays recorded messages. Using it, or a live operator, for sales calls, polls or information requires an LPSC permit and a \$10,000 bond.

Caller ID rules

Display the solicitor's name and a reachable number; never block it. Knowingly inserting false caller ID with intent is unlawful.

Aa. **Consent**

Per call, by live operator or keypad; it does not cover later calls.

Bb. **Identify**

Name and number in the first 25 seconds and again at the end.

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Cc. **Disconnect**

Within 10 seconds; attended equipment; no random or sequential dialing.



LPSC registration

Every telephonic solicitor must register with the LPSC and pay its fees before it can obtain the list. Federal compliance does not replace Louisiana registration.

\$400

Annual list fee

Permits run January 1 to December 31. A \$20,000 bond is optional since Act 418 of 2006.



\$400 to \$800 a year

Independent or principal solicitor fee; each affiliate with its own tax ID registers separately.



Carrier cutoff

Carriers may not knowingly serve an unregistered solicitor; the LPSC can order service denied.

Penalties and lawsuits



\$1,500

LPSC penalty per violation,
or \$3,000 if the subscriber
is over 65. Up to \$10,000 if
unregistered.

\$1,000

Per ADAD call in a civil
action, paid to the state.
Recipients may seek
injunctions and fees.

Treble



Spoofing: treble damages,
costs and fees. The do not
call law has no private
damages remedy.



Louisiana vs. the TCPA

Louisiana is far stricter on calling days and hours, registration and fees, emergencies, ADAD permits and telephonic seller contracts. It is looser on private damages, robocall consent and disconnect timing, where federal law still applies.

Louisiana

8 a.m. to 8 p.m., no Sundays or holidays,
LPSC registration, \$1,500 per violation,
\$3,000 over 65.

Federal TCPA

8 a.m. to 9 p.m. any day, no registration,
\$500 per violation, up to triple if willful or
knowing.

Key court ruling

Strange v. Davis (W.D. Tenn. 2023), a magistrate judge's report on damages, addressed the Louisiana anti-spoofing statute after a default judgment.

No appellate ruling

No published Louisiana appellate decision applying the do not call, ADAD or telephonic seller statutes was located.

Aa. Measure

Treble damages, but the statute does not specify the measure.

Bb. Since 2018

The former \$5,000 per violation alternative was removed.

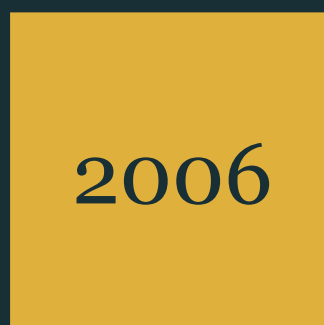
\$500

Cc. Result

No spoofing award; one \$500 TCPA award, recommended not trebled.



Amendment history



Bond optional

Act 418 makes the \$20,000 solicitor bond optional.



SB 204

Anti-spoofing remedies restructured; AG penalty up to \$10,000.



General Order

R-35852 aligns polling and political rules with federal law.



Act 114

Acts 2021, No. 114 amends 45:844.14, effective July 1, 2022.

01. LPSC program

LA. R.S. 45:844.14; R-35852

- Register with the LPSC and renew each calendar year.
- Buy the list; load quarterly updates on time.
- Call 8 a.m. to 8 p.m., Monday to Saturday only.
- Keep a 12-month call log; pause during emergencies.

02. Robocalls and sales

LA. R.S. 45:813; 45:829; 45:831

- Get an ADAD permit and \$10,000 bond first.
- Display a reachable caller ID; never block it.
- Telephonic sellers: \$50,000 bond, signed contract.

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)

DO NOT CALL AND CALLER ID

[La. R.S. 45:844.11](#) findings

[La. R.S. 45:844.12](#) definitions

[La. R.S. 45:844.13](#) LPSC list

[La. R.S. 45:844.14](#) list; registration

[La. R.S. 45:844.15](#) penalties

[La. R.S. 45:844.16](#) fees

[La. R.S. 45:844.17](#) safe harbor

[La. R.S. 45:844.31](#) state of emergency

[La. R.S. 45:844.33](#) emergency penalties

[La. R.S. 45:844.2](#) caller ID code

DO NOT CALL AND CALLER ID (CONTINUED)

[La. R.S. 45:844.3](#) caller ID penalty

[La. R.S. 51:1741.4](#) anti-spoofing

[La. R.S. 51:1741.5](#) anti-spoofing remedies

ADAD, SELLERS, LUTPA

[La. R.S. 45:810](#) ADAD definitions

[La. R.S. 45:811](#) ADAD conditions

[La. R.S. 45:812](#) ADAD consent

[La. R.S. 45:813](#) ADAD permit and bond

[La. R.S. 45:817](#) ADAD penalties

[La. R.S. 45:822](#) telephonic sellers

[La. R.S. 45:823](#) seller registration

[La. R.S. 45:829](#) seller bond

[La. R.S. 45:831](#) contract; cancellation

[La. R.S. 51:1409](#) LUTPA private action

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

Sources continued (2 of 2)

ADAD, SELLERS, LUTPA (CONTINUED)

[Acts 2018, No. 652 \(SB 204\)](#)

LPSC AND ATTORNEY GENERAL

[LPSC General Order R-35852](#) Do Not Call rules

[LPSC Do Not Call Program](#)

[LPSC FAQ for Telephone Solicitors](#)

[LPSC 2026 Holiday Schedule](#)

[Louisiana AG: Telephonic Seller Registration](#)

COURT DECISIONS

[Strange v. Davis](#), No. 2:19-cv-02494 (W.D. Tenn. 2023)

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. § 310.4](#) TSR abusive practices

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

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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 Louisiana guide on TCPA.com

The guide covers the LPSC list, registration, calling days and hours, ADAD permits, telephonic sellers 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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