

STATE TELEMARKETING LAWS

Missouri

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/missouri/>

01. No-Call Law

RSMO 407.1095 TO 407.1110

A state no-call list run by the Attorney General, identification at the start of the call, and no caller ID blocking.

02. Telemarketing Law

RSMO 407.1070 TO 407.1085

Disclosures, unlawful practices, calling hours, recordkeeping and payment authorization.

AT A GLANCE

Missouri at a glance

WHY MISSOURI MATTERS

Missouri keeps its own paid no-call list, covers texts and faxes, and allows up to \$5,000 per knowing violation, ten times the TCPA's base award.



Who and what is covered

A "telephone solicitation" is "any voice, facsimile, short messaging service (SMS), or multimedia messaging service (MMS)" encouraging a purchase, rental or investment.

Exemptions

Prior permission, business contact within 180 days, member-made charity calls, home-based callers, referrals and local licensed appointments.

Aa. **Texts**

Marketing texts and faxes to listed numbers are no-call violations.

Bb. **Wireless**

A "residential subscriber" includes personal wireless service.

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Cc. **Business**

Numbers used mainly for business are not meant for the state list.





Recorded calls must say so

A recorded voice must "promptly at the beginning of the telephone call, inform the consumer that the call is being made by a recorded, computer-generated" voice (RSMo 407.1073(1)(5)).

No robocall ban

Missouri has no autodialer statute, so Duguid has little bearing on state claims.

Federal consent applies

Federal prior express written consent rules still govern Missouri robocalls.

01. State no-call list

RSMO 407.1098, 407.1101

No solicitation to a listed subscriber. The list includes Missouri numbers from the national registry.

02. Company-specific requests

RSMO 407.1076(4)

Do not call, or pass along the number of, a consumer who asked that seller not to call.

DO-NOT-CALL

Do-not-call and opt-outs

IN PRACTICE

A listing lasts two years from when the number first appears and renews automatically. New numbers are added quarterly. Registration is free for consumers.



Calling hours and harassment

Telemarketing to a consumer's residence is unlawful "at any time other than between 8:00 a.m. and 9:00 p.m. local time at the called consumer's location" (RSMo 407.1076(5)).

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p.m. cutoff

The same window as federal law. Willful violations are misdemeanors.



No frequency cap

Repeated calls a reasonable consumer would find harassing are unlawful.



No Sunday rule

The statute does not restrict Sunday or holiday calls.

Disclosures and caller ID

Anyone making a telephone solicitation must "at the beginning of such solicitation, state clearly the identity of the person or entity initiating the solicitation" (RSMo 407.1104(1)).

Before payment

Total cost, restrictions, refund and cancellation policies, investment and prize promotion details.

Aa. **Purpose**

State promptly that the call is a sale, who the seller is and what is sold.

Bb. **Caller ID**

No knowing use of any method to block caller ID. Spoofing is left to federal law.

Cc. **Records**

Keep scripts, customer, employee and authorization records.

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Buying the state list

Telemarketers must buy the Missouri no-call list separately from the national registry, under their own confidentiality agreement.

\$50

Per area code

Each quarter. Confirm the current area code count and cost with the AG.



Portal fee

Online access adds an annual processing fee of \$40.



No sharing

Each business registers and pays separately. Copies may not be transferred.

Private lawsuits



\$5,000

Actual loss or up to \$5,000 per knowing violation, after more than one call in 12 months.

2 years

From when the consumer knew or should have known of the violation.

Defense

Due care practices and procedures are a defense to no-call claims.





Missouri vs. the TCPA

Missouri is stricter on its award, the 180-day business contact window, the paid state list, text and fax coverage and criminal penalties. It is looser on robocalls and autodialers, knowing violations and its two-year limit.

Missouri

Paid state list, texts and faxes covered, up to \$5,000 per knowing violation.

Federal TCPA

National registry, written consent for robocalls, \$500 per violation.

Key court rulings

Two 2015 decisions address the Attorney General's investigative power and how Missouri no-call claims are pleaded in federal court.

What remains open

Golan resolved only the federal question and did not construe RSMo 407.1098.

Aa. **Charter**

Mo. Ct. App.: AG investigative demands to a carrier are enforceable.

Bb. **Golan**

8th Cir.: purpose, not content alone, decides whether a call is telemarketing.

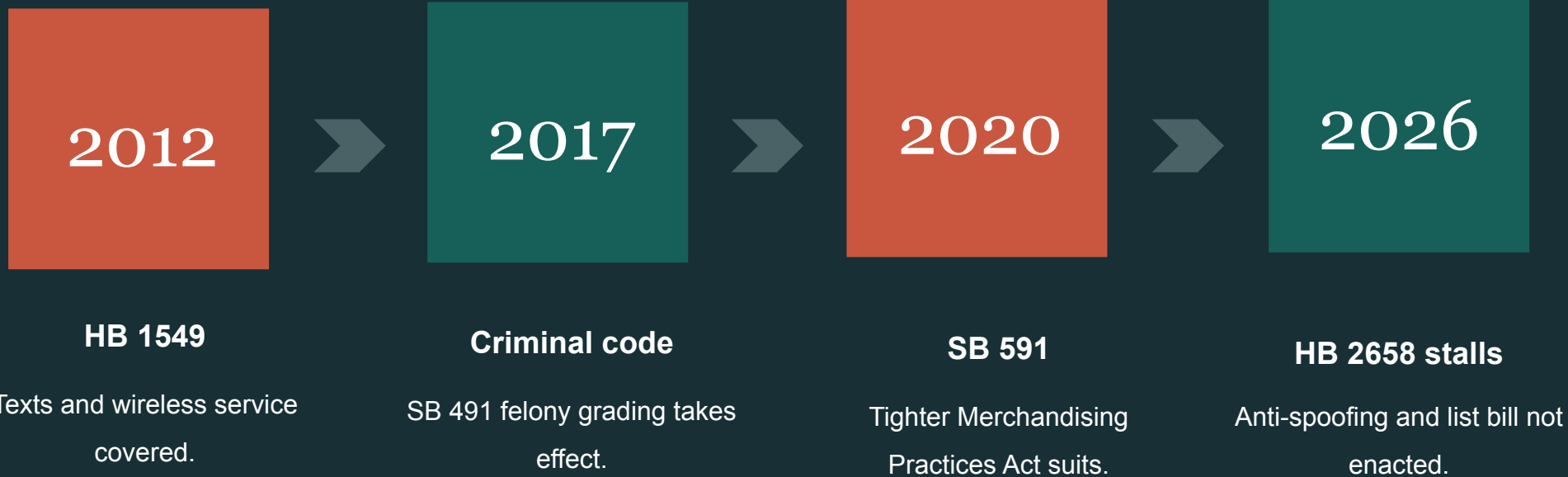
2015

Cc. **Subclasses**

Missouri no-call subclasses are pleaded alongside TCPA claims.



Key dates



01. Lists and texts

RSMO 407.1098; 15 CSR 60-13

- Buy the Missouri list every quarter.
- Scrub it and the national registry.
- Treat texts and faxes like calls.
- Date and time every consent.

02. Calls and records

RSMO 407.1073, 407.1076, 407.1104

- Identify yourself and the sale up front.
- Disclose recorded voices; never block caller ID.
- Call 8 a.m. to 9 p.m.; keep due care records.

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

MISSOURI LAW

[RSMo 407.1070](#) definitions

[RSMo 407.1073](#) disclosures

[RSMo 407.1076](#) unlawful practices

[RSMo 407.1079](#) recordkeeping

[RSMo 407.1082](#) penalties

[RSMo 407.1085](#) exemptions

[RSMo 407.1095](#) no-call definitions

[RSMo 407.1098](#) no-call prohibition

[RSMo 407.1101](#) no-call database

[RSMo 407.1104](#) identification; caller ID

MISSOURI LAW (CONTINUED)

[RSMo 407.1107](#) enforcement

[RSMo 407.025](#) private action

[RSMo 407.100](#) AG remedies

[15 CSR 60-13](#) Missouri No-Call rules

[Missouri AG, FAQs for Telemarketers](#)

[House Bill 2658 \(2026\)](#) status

[House Bill 2658 \(2026\)](#) perfected summary

COURT DECISIONS

[State ex rel. Koster v. Charter Communications](#), No. WD78258 (Mo. Ct. App. 2015)

[Golan v. Veritas Entertainment, LLC](#), No. 14-2484 (8th Cir. 2015)

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](#) Telemarketing Sales Rule

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

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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 Missouri guide on TCPA.com

The guide covers the state no-call list, texts, disclosures, calling hours, list fees, private lawsuits 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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