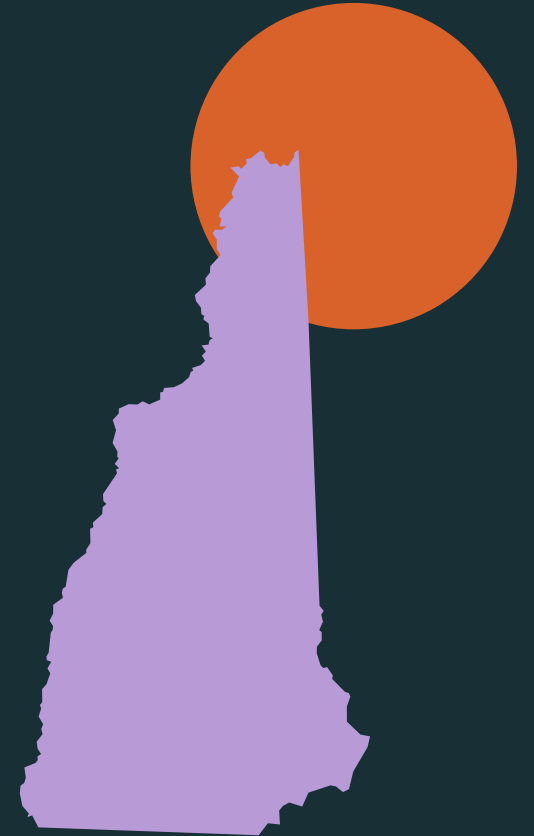


STATE TELEMARKETING LAWS

New Hampshire

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/new-hampshire/>

01. Automatic dialing systems

RSA 359-E:1 TO 359-E:6

Pre-use registration with the DOJ, disconnect and identification rules for automated calls, and no blocked or misleading caller ID.

02. Telemarketing sales calls

RSA 359-E:7 TO 359-E:11

Adopts the national registry as the state list, makes the TSR binding on in-state calls, and adds a private action and penalties.

AT A GLANCE

New Hampshire at a glance

WHY NEW HAMPSHIRE MATTERS

New Hampshire makes the FTC Telemarketing Sales Rule state law for in-state calls and lets an injured consumer recover at least \$1,000, doubled or tripled if willful or knowing. Political robocalls to federal do-not-call numbers are barred.



Who and what is covered

A "telemarketer" makes, supervises or causes telemarketing sales calls to a customer in the state. "Customer" means a New Hampshire resident, and "telemarketing" needs more than 5 calls a month.

Text messages

Chapter 359-E speaks only of telephone calls and excludes sales through other media. No appellate decision applies it to texts.

Aa. **Surveys**

Dialer rules treat calls to obtain information, data or opinions as solicitations.

Bb. **Exemptions**

Requested calls, business relationships, nonprofit charities and political campaigns.

Cc. **Vendors**

A political call by a vendor using automatic dialing equipment is covered.

5





The TSR as state law

RSA 359-E:8, II requires anyone covered by the FTC Telemarketing Sales Rule to follow it for telemarketing sales calls made within New Hampshire, even if those calls would otherwise be outside federal reach.

Every TSR duty applies

Calling hours, disclosures, misrepresentation, prerecorded messages, abandonment, caller ID and records.

Residents can sue

The federal TSR gives consumers no private right; New Hampshire residents can sue, with a \$1,000 floor.

01. National registry adopted

RSA 359-E:8, I; 359-E:7, VII

No telemarketing sales calls to customers on the registry kept by the FTC, the list administrator. There is no separate state list.

02. Quarterly downloads

RSA 359-E:9

Telemarketers obtain quarterly listings of registered New Hampshire customers; federal rules call for a scrub every 31 days.

DO-NOT-CALL

Do-not-call and opt-outs

IN PRACTICE

Safe harbor: the telemarketer must prove by clear and convincing evidence written procedures, training, monitoring, a list no more than 3 months old and a good faith error.



Calling hours via the TSR

New Hampshire has no separate statutory calling-hour rule. Through RSA 359-E:8, II, the TSR limit applies to in-state telemarketing sales calls as state law.

13

Calling hours a day

From 8:00 a.m. to 9:00 p.m.
under 16 C.F.R. § 310.4(c), any
day of the week.



8 a.m. to 9 p.m.

Outbound calls to a person's residence, local time, unless the person consented first.



State remedy

A call outside these hours can support a private action with the \$1,000 floor.

Autodialers and caller ID

An "automatic telephone dialing system" must both store or produce numbers randomly or sequentially and deliver a prerecorded message. A live-agent predictive dialer with no recording falls outside it.

Identify immediately

Automated solicitation messages state the caller and the purpose of the call and goods offered right after contact (RSA 359-E:5).

Aa. **Disconnect**

Release the line within 30 seconds after the called party hangs up.

Bb. **Intervals**

Randomly generated, unequal intervals; never dial 911 or emergency lines.

30

Cc. **Caller ID**

Every solicitation call: no blocking, a returnable number, nothing misleading.



Dialer registration

Anyone intending to use an automatic telephone dialing system for solicitation in New Hampshire must first register with the Consumer Protection and Antitrust Bureau of the Department of Justice.

\$20

Annual fee

A non-proratable administrative fee for the calendar year, paid at filing (RSA 359-E:2, I).



10 business days

Register at least this long before use, listing names, trade names and every calling location.



Police and fire

Paid solicitors for these associations also meet RSA 7:28-c: a \$500 fee and a \$20,000 bond.

Lawsuits and penalties



\$1,000

Actual damages or \$1,000, whichever is greater; 2 to 3 times if willful or knowing, plus costs and fees.

\$5,000

Civil penalty the DOJ must impose for each do-not-call, TSR or political robocall violation it finds.

\$10,000

Maximum civil penalty per violation in Attorney General actions under the Consumer Protection Act.





New Hampshire vs. the TCPA

New Hampshire is stricter on private remedies, dialer registration, caller ID, the safe harbor standard and political robocalls. It is narrower on autodialers, needs more than five calls a month, exempts charities and does not address texts.

New Hampshire

\$1,000 floor, doubled or tripled if willful, TSR suits by residents, \$20 dialer registration.

Federal TCPA

Up to \$500 per do-not-call violation, no fee shifting, no private TSR suits, no registration.

Key court rulings

The New Hampshire Supreme Court requires injury and causation for the \$1,000 remedy. A 2025 federal ruling found that recipients of AI deepfake robocalls had standing.

Political robocalls

RSA 664:14-a bars prerecorded political messages to federal do-not-call numbers and requires sponsor disclosures in 30 seconds.

Aa. **O'Brien**

N.H. 2014: standing needs a violation, an injury and causation.

Bb. **Kramer**

D.N.H. 2025: dinner-time spoofed deepfake calls gave standing.

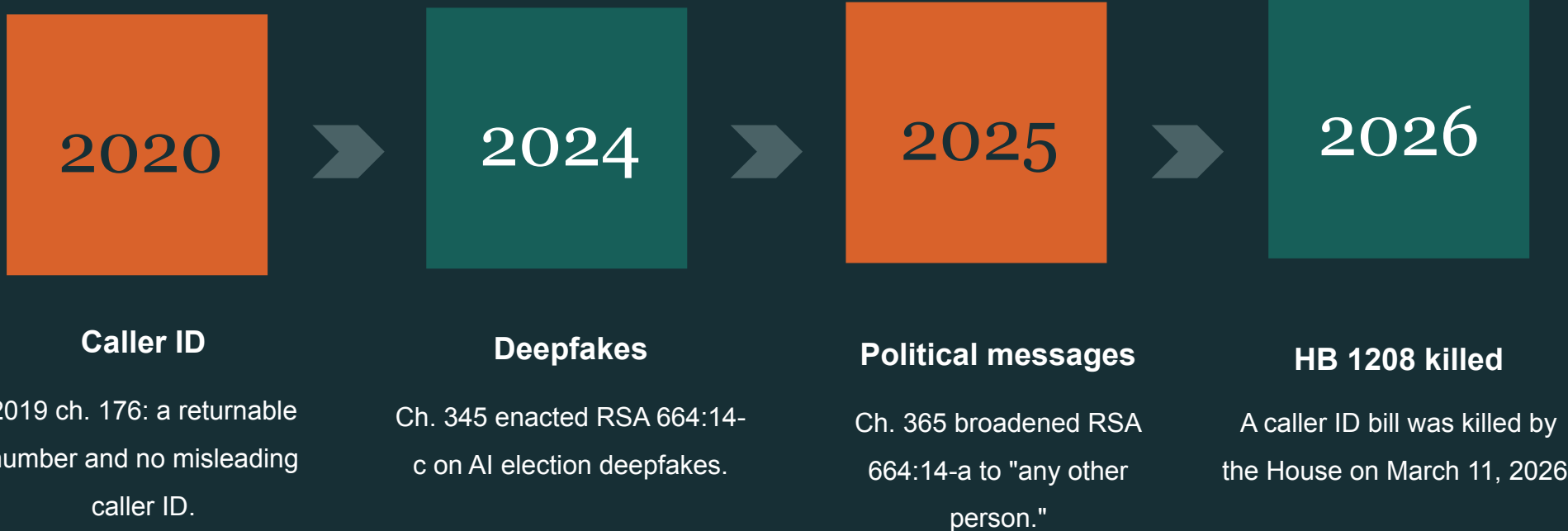
3

Cc. **Same words**

RSA 359-E:11 and 358-A:10 also say "Any person injured."



Recent amendments



01. Dialers and caller ID

RSA 359-E:2 TO 359-E:5-A

- Register 10 business days before dialing; pay \$20 a year.
- Identify caller and purpose at once; release in 30 seconds.
- Show a returnable, accurate caller ID on every call.
- Randomize intervals; suppress emergency numbers.

02. Lists, TSR and politics

RSA 359-E:8 TO 359-E:11; RSA 664:14-A

- Scrub the registry with a list under 3 months old.
- Treat every TSR rule as enforceable by residents.
- Political robocalls: disclose sponsor; scrub federal list.

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

NEW HAMPSHIRE LAW

[RSA chapter 359-E](#) Telemarketing

[RSA 358-A:3](#) Consumer Protection Act exemptions

[RSA 358-A:4](#) Attorney General enforcement

[RSA 358-A:10](#) private actions

[RSA 664:14-a](#) prerecorded political messages

[RSA 664:14-b](#) misrepresenting origin of campaign call

[RSA 664:14-c](#) synthetic media and deepfakes

NEW HAMPSHIRE LAW (CONTINUED)

[RSA 7:28-c](#) paid solicitors for police and fire associations

[RSA 508:4](#) limitation of actions

COURT DECISIONS

[O'Brien v. New Hampshire Democratic Party](#),
166 N.H. 138 (2014)

[League of Women Voters of N.H. v. Kramer](#),
2025 DNH 042 (D.N.H. Mar. 26, 2025)

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

Read the full New Hampshire guide: <https://tcpa.com/state-telemarketing-laws/new-hampshire/>

Disclaimer: general information only

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

Not legal advice

General information only. This deck is general, educational information about New Hampshire and federal telemarketing law. It is not legal advice and does not tell you how the law applies to your facts. TCPA.com is not a law firm.

No attorney-client relationship. Viewing this deck, using TCPA.com or contacting us does not create an attorney-client relationship with TCPA.com, Ringba, LLC or the authors. Do not send confidential information; it may not stay confidential or privileged.

Talk to your own lawyer. Before you act, or decide not to act, on anything here, consult a lawyer licensed in your state. Deadlines may apply to your rights.

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.

No warranty

As is, no reliance. No guarantee that this deck is complete, current or free of errors. Any reliance is at your own risk, and TCPA.com and the authors are not liable for any action you take or do not take based on it.

Who we are. TCPA.com is owned by Ringba, LLC. It is not a government site and is not affiliated with or endorsed by any agency or court. The authors are Ringba executives, a role that may create conflicts of interest. Views are the authors' own.

Links. Third-party links are not endorsements. We do not control those sites.

Read the full New Hampshire guide on TCPA.com

The guide covers dialer registration, the do-not-call and TSR rules, caller ID, political robocalls, key rulings and a compliance checklist, with links to the official sources.



By Adam Young and Harrison Gevirtz

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



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](#)