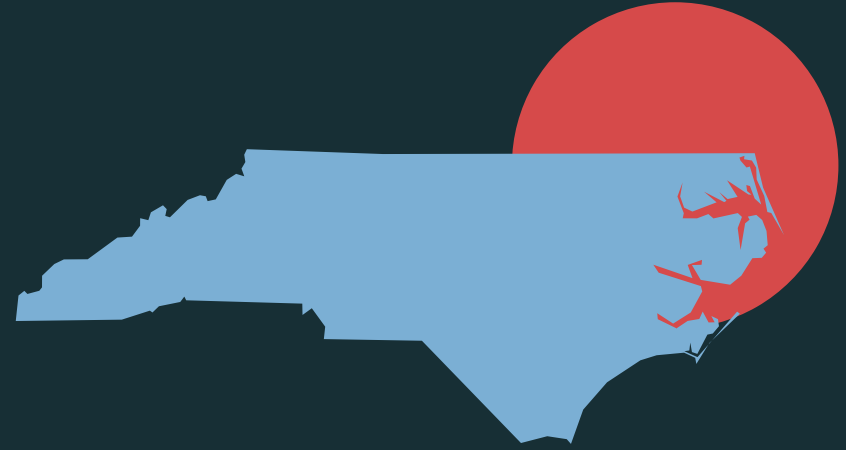


STATE TELEMARKETING LAWS

North Carolina

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/north-carolina/>

01. Telephone Solicitations article

N.C. GEN. STAT. §§ 75-100 TO 75-105

The national registry, opt-outs, disclosures, hours, minor screening, caller ID, the TSR as state law, and tight limits on robocalls.

02. Telephonic seller registration

N.C. GEN. STAT. §§ 66-260 TO 66-266

Annual registration with the Secretary of State for non-exempt sellers, and bonds for prize promotions worth \$500 or more.

AT A GLANCE

North Carolina at a glance

WHY NORTH CAROLINA MATTERS

A subscriber can recover \$500, then \$1,000, then \$5,000 per violation within two years. Texts have been covered since 2019, and a 2026 Business Court ruling put the burden of proving consent on the caller.



Who and what is covered

A "telephone solicitation" is a voice or text communication, live, prerecorded or fax, to sell or rent goods or services, gather leads, enter a contest or seek a charitable donation.

Texts since 2019

Session Law 2019-188 added "voice or text communication" to the definitions, so marketing texts are expressly covered.

Aa. **Callers**

Anyone calling North Carolina subscribers, from inside or outside the state.

Bb. **Wireless**

Residential, competing local and wireless subscribers, and their households.

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Cc. **TSR**

Anything that is "telemarketing" under the federal TSR is also included.





Consent needs a signed form

Express invitation or permission must be registered by the subscriber on an independent form that contains the number to be called and the subscriber's signature. The form may be signed electronically (§ 75-101(6)).

The caller must prove it

In any dispute, the solicitor produces the signed original, a fax, an e-form or other authentication (§ 75-103(e)).

No calls to ask

A solicitor may not phone a subscriber to obtain permission (§ 75-102(k)). Permission can be retracted.

01. National registry adopted

N.C. GEN. STAT. § 75-102(A), (D)

No solicitation to a number in the latest edition of the registry.
Meeting TSR update timing counts as compliance with state law.

02. Entity-specific requests

N.C. GEN. STAT. § 75-102(B), (C)(3), (C)(5)

Stop calling within 30 business days of a request, or 60 for affiliate business relationship calls. Keep written procedures and train staff.

DO-NOT-CALL

Do-not-call and opt-outs

IN PRACTICE

Registry exceptions include consent, a business relationship (18 months or 3 after an inquiry), nonprofits, small callers with under 10 staff averaging 10 calls a week, and newspapers.



Calling hours and minors

Section 75-102 bars solicitations before 8:00 a.m. or after 9:00 p.m. and requires every solicitor to identify itself and screen for minors.

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Age screening

Ask whether the subscriber is under 18 and end the call at once if so, unless lists are screened.



8 a.m. to 9 p.m.

Unlike the federal rule, the statute does not say whose local time controls.



Identify first

Name the solicitor and the caller at the start; hang up promptly on objection.

Robocalls and caller ID

No person may use an automatic dialing and recorded message player for an unsolicited call (§ 75-104(a)). The device is any equipment that stores or generates numbers and plays a prerecorded message.

Live operator first

A recording may play after a live operator identifies the caller, states its nature and length, and gets approval.

Aa. **Exempt**

Charities, candidates, officials and pollsters, if no part of the call solicits.

Bb. **Notices**

Debt, appointment, outage, recall and court calls without solicitation.

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Cc. **Caller ID**

No misleading, blocked or misrepresented origin; seller ID allowed.



Seller registration

At least 10 days before calling, a non-exempt telephonic seller registers with the Secretary of State, listing principals, calling locations, phone numbers and five years of enforcement actions.

\$100

Filing fee

Paid with each registration under § 66-261(a). Violations are unfair and deceptive trade practices.



Annual renewal

Valid one year. Banks, insurers, 501(c)(3)s and many others are exempt.



Prize bonds

For prizes worth \$500 or more: notice 10 days ahead and a bond for full value.



Lawsuits and penalties



\$500

First violation. A subscriber sues for calls "from or on behalf of" a solicitor; fees if willful.

\$1,000

Second violation. The Attorney General may seek the same escalating civil penalties.

\$5,000

Third and later violations within two years. Mistake plus written procedures is a defense.





North Carolina vs. the TCPA

North Carolina is stricter on robocalls, the burden of proving consent, age screening and private TSR suits, with damages up to \$5,000. It is more lenient in its small-business exemption, longer opt-out windows and mistake defense.

North Carolina

Signed form for consent, robocalls only by exception, \$500 to \$5,000 per violation, minor screening.

Federal TCPA

Robocalls with written consent, opt-outs in 10 business days, \$500 per violation, up to triple.

Key court rulings

In *State ex rel. Jackson v. MV Realty* (N.C. Bus. Ct. Jan. 16, 2026), the Business Court granted the State summary judgment on its do-not-call and robocall claims.

Interlocutory order

The court deferred penalties and restitution, so later proceedings or appellate review could affect the ruling.

Aa. **Solicitor**

A company paying homeowners still met the definition.

Bb. **Dialer**

Human participation does not take a system outside it.

2026

Cc. **Consent**

The caller must prove consent; vendor claims fell short.



Amendment history



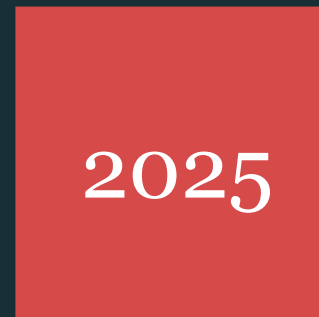
S.L. 2019-188

Added texts to the definitions and rewrote the caller ID rule.



S.L. 2025-25

Technical bill; "e-mail" became "email." No substantive change.



HB 936 passes House

Robocall Solicitation
Modifications passed the House in May.



HB 936 stalls

Conferees appointed June 24, 2026. Not enacted.

01. Lists, consent and scripts

N.C. GEN. STAT. §§ 75-102, 75-103

- Scrub calls and texts on the TSR schedule.
- Keep signed consent forms you can produce.
- Identify at the start; opt out within 30 business days.
- Ask if under 18; call only 8 a.m. to 9 p.m.

02. Robocalls, TSR and registration

§§ 75-102(E), 75-104; § 66-261

- No sales robocalls or ringless voicemail without an exception.
- Follow TSR §§ 310.3 to 310.5; keep caller records.
- Register 10 days ahead if not exempt; bond prizes.

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

NORTH CAROLINA LAW

[N.C. Gen. Stat. ch. 75, art. 4](#) Telephone Solicitations

[N.C. Gen. Stat. ch. 66, art. 33](#) Telephonic Seller Registration and Bond Requirement

[N.C. Gen. Stat. § 75-1.1](#) unfair and deceptive practices

[N.C. Gen. Stat. § 75-16](#) treble damages

[N.C. Gen. Stat. § 75-16.1](#) attorney fees

[N.C. Gen. Stat. § 75-16.2](#) limitations

[Session Law 2019-188](#) (House Bill 724)

[Session Law 2025-25](#) (House Bill 40)

NORTH CAROLINA LAW (CONTINUED)

[House Bill 936 \(2025-2026\)](#) bill history

[NC Department of Justice](#): telemarketing and Do Not Call

COURT DECISIONS

[State ex rel. Jackson v. MV Realty PBC, LLC](#), 2026 NCBC 2 (N.C. Super. Ct. Jan. 16, 2026)

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 North Carolina guide: <https://tcpa.com/state-telemarketing-laws/north-carolina/>

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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 North Carolina guide on TCPA.com

The guide covers the do-not-call and consent rules, robocall limits, seller registration, damages, the MV Realty ruling and a checklist, with links to the official sources.



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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](#)