

## A Nuisance?

Does the sound of a fax machine annoy you? Do you get even more irritated by the cost of paper to print the unwanted faxed advertisements you receive? If so, you'll want to review the information in this brochure.



*200 copies of this publication were printed  
at a cost of 50¢ per copy.*

### **SOUTH DAKOTA PUBLIC UTILITIES COMMISSION**

State Capitol Building  
500 East Capitol  
Pierre SD 57501

Call: 800-332-1782  
Fax: (605) 773-3809  
Website: [www.state.sd.us/puc/](http://www.state.sd.us/puc/)

### **SOUTH DAKOTA PUBLIC UTILITIES COMMISSION**

## Faxed Advertisements



## Fax Advertisements

**FCC rule:** *No person may transmit an advertisement describing the commercial availability or quality of any property, goods, or services to your fax machine without your prior express permission or invitation.*

- If you have an “**established business relationship**” with a person or business or if you have made an inquiry, application, purchase, or transaction regarding products or services offered by the person or business, you may receive faxes from that business.
- You can end this relationship by telling the person or business that you do not want them to send any more unsolicited ads to your fax machine.

### Identification is required.

The following items are required to be clearly displayed on the first page of the fax:

- The date and time of the fax;
- The identity of the sender; and
- The telephone number of the sender or the fax number sending the ad.

**Report violations to the FCC by calling:  
1-888-225-5322**

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