

7810.2950 DIRECTORIES; CUSTOMER OPTION.

A local service provider may publish printed or electronic directories, or some combination thereof. A local service provider that does not make an electronic directory available shall distribute a printed directory to each customer, except where an offer is made and explicitly refused by the customer. A local service provider that publishes an electronic directory shall provide, at least as often as print directories are issued, notice to customers of the availability of an electronic directory, instructions explaining how the electronic directory may be accessed, notice that a printed directory is available on request, and instructions explaining how to make a request for a printed directory. A local service provider that publishes an electronic directory must deliver a printed directory if requested by the customer. A local service provider shall not:

A. require customers to divulge any personally identifiable information, except name and delivery address, in order to request a complete directory that is printed or contained on a portable physical electronic medium;

B. require users to create an account or log in, or otherwise provide any personally identifiable information in order to access an electronic directory;

C. obtain, use, or retain any personally identifiable information from customer use of or request for a directory, except for the limited purpose of providing a directory in the requested format; or

D. market services, including through its affiliate or publisher, other than directories to requesting customers.

Statutory Authority: *MS s 237.10; 237.16*

History: *40 SR 47*

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