

asks the right questions!

FAQs

Adding Cell Phone Numbers to Directory Assistance; Get the 411

■ What is the plan to add cell phone numbers to directory assistance?

Six major wireless telecommunications carriers in the United States have developed a plan to allow cell phone subscribers to choose to add their mobile numbers to a wireless 411 service. Information in the database will only be made available for nationwide directory assistance calls. Importantly, if subscribers do not register for the service they will not be included. There is no fee for listing a number.

What it is:

- This opt-in database will be managed by a high-security, third-party data firm, Qsent. The data will not be held by any of the carriers. Only directory assistance operators will be able to access this data and then only one number at a time.
- Anyone who calls directory assistance (411, 0-0-Info, 555-1212, etc.,) may ask for a landline or a cell phone number. If the cell phone number is listed, the operator can provide it. If a number is not included in the database, the caller may request a home or office number.
- The caller will be charged the normal fee associated with 411 calls (which varies by state and provider) for this service.

What it is not:

- Cell phone numbers will not be listed in print directories such as white pages or Yellow Pages
- Cell phone numbers will not appear in Internet directories
- Telemarketers will have no access to this information

■ Will telemarketers call listed cell phone numbers?

No telemarketing calls will be generated as a result of adding a cell phone number to the wireless 411 service. Telemarketing to cell phones is already illegal. Some telemarketers do mistakenly call cell phones using auto dialers and old lists (number portability means that some mobile numbers were home or numbers before). Consumers who get telemarketing calls should ask to have their names taken off the company's list. After a second call, the consumer may complain to the Federal Trade Commission.

Some consumers may choose to place their cell phone numbers on the national Do Not Call List. This is easy and should stop telemarketers from calling by mistake. Go to WWW.DONOTCALL.GOV or call toll-free, 1-888-382-1222, from the number you wish to register. Registration is free.



■ **What if a consumer doesn't want to list a cell phone number?**

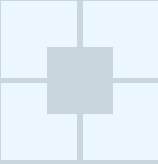
The consumer should do nothing. Only cell phone subscribers who specifically request that their numbers be added to 411 services will be listed.

■ **Cell phone subscribers pay for all calls they make or receive. How many additional calls will they receive if they list with the wireless 411 service database?**

Millions of Europeans have listed their cell phone numbers. Based on their experience, subscribers can expect an average of only two or three calls through directory assistance each year. Assuming a three-minute conversation, this would add about 45 cents to a monthly cell phone bill. That is 1/100th of an average monthly cell phone bill. This number is an average. Some people will get no calls from directory assistance inquiries and other will get more, but overall this is a very small increase.

■ **Do consumers really want a cell phone directory?**

Based on national consumer research conducted last summer by The Pierz Group, 53 percent of all mobile subscribers do want their numbers listed with the new wireless 411 service. The survey of 1,503 wireless subscribers clearly showed that with the privacy protections promised by the carriers, the majority of cell phone subscribers want to add their cell phone numbers.



More than 8 million people in the United States now have only a mobile phone and no home phone. This is especially true for young people. Twenty-one percent of adults under 24 reported that they have no home phone, only a cell phone. These cell phone numbers cannot be found in any database today, even in the gravest emergency. Many small businesses also rely on cell phones; if they opt in to this new wireless 411 service their customers will be able to find them much more easily.

■ **Verizon Wireless has said it will not contribute its customer's phone numbers to the new directory assistance database. Are its customers different?**

No, According to The Pierz Group survey, Verizon Wireless customers are exactly as willing to list the cell phone numbers as the overall sample. Fifty-three percent of Verizon Wireless subscribers want to list their cell phone numbers in the wireless 411 database, with the promised privacy protections.

■ **Will there be a charge to be unlisted, as there is now for home telephones?**

No. There will be no charge to be unlisted, no charge to be listed and no charge if a consumer changes his or her mind and decides to remove the number from the database.

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