
HOUSE BILL 2351

State of Washington

58th Legislature

2004 Regular Session

By Representatives Hudgins, Romero, Hinkle, Conway, Sullivan, Hunt and Morrell

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1 AN ACT Relating to consumer knowledge of foreign contact center
2 operations; adding a new chapter to Title 19 RCW; and providing an
3 effective date.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 NEW SECTION. **Sec. 1.** The definitions in this section apply
6 throughout this chapter unless the context clearly requires otherwise.

7 (1) "Contact center" means a physical or electronic operation that
8 uses telephonic or electronic communications in one or more of the
9 following activities: (a) Providing customer services, including
10 information about customer accounts; (b) soliciting sales; (c)
11 reactivating dormant accounts; (d) conducting surveys or research; (e)
12 collecting receivables; (f) taking or receiving reservations; or (g)
13 taking or receiving orders.

14 (2) "Personal information" means personally identifiable
15 information that is provided by a person to a contact center, which
16 includes, but is not limited to, a person's name, address, telephone
17 number, electronic mail address, social security number, or credit or
18 other financial information.

1 NEW SECTION. **Sec. 2.** At the request of a party using telephonic
2 or electronic communications with an employee of a contact center, the
3 employee must identify: (1) Himself or herself, by stating his or her
4 name; (2) the name of his or her employer; (3) the location of the
5 municipality, state, and country in which he or she is located; and (4)
6 if applicable, the name and telephone number of the entity contracting
7 with the contact center. In addition, if the contact center is located
8 in a foreign country, the party may request that a telephonic
9 communication be rerouted to a contact center located in the United
10 States. The contact center must comply with any such request.

11 NEW SECTION. **Sec. 3.** An employee at a contact center operating in
12 a foreign country may not solicit any personal information, whether
13 using telephonic or electronic communications, unless the employee
14 first informs the party that disclosing that information to the
15 employee is optional and receives the affirmative consent of the party
16 to whom the information relates. If telephonic communications are
17 used, the employee may not solicit any personal information unless he
18 or she also informs the party that the contact center is located in a
19 foreign country and that the party may request that the communication
20 be rerouted to a contact center located in the United States. The
21 contact center must comply with any such request.

22 NEW SECTION. **Sec. 4.** The legislature finds that the practices
23 covered by this chapter are matters vitally affecting the public
24 interest for the purpose of applying the consumer protection act,
25 chapter 19.86 RCW. Violations of this chapter are not reasonable in
26 relation to the development and preservation of business. A violation
27 of this chapter is an unfair or deceptive act in trade or commerce and
28 an unfair method of competition for the purpose of applying the
29 consumer protection act, chapter 19.86 RCW.

30 NEW SECTION. **Sec. 5.** If any provision of this act or its
31 application to any person or circumstance is held invalid, the
32 remainder of the act or the application of the provision to other
33 persons or circumstances is not affected.

34 NEW SECTION. **Sec. 6.** This act takes effect July 1, 2009.

1 NEW SECTION. **Sec. 7.** Sections 1 through 6 of this act constitute
2 a new chapter in Title 19 RCW.

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