

MAR 24 2026

Ange Darnell
REGULATIONS COMPILER

1 OFFICE OF ATTORNEY GENERAL

2 Kentucky Office of Regulatory Relief

3 (Amendment)

4 ~~40~~ KAR 12:310. [~~Procedure for registration of telemarketing~~]Telemarketing companies.

5 RELATES TO: KRS 367.46971, 367.46973, 367.46981

6 STATUTORY AUTHORITY: KRS 15.180, 367.150(4), 367.46971, 367.46983

7 CERTIFICATION STATEMENT: This is to certify that this administrative regulation
8 amendment complies with the requirements of 2025 RS HB 6, Section 8.

9 NECESSITY, FUNCTION, AND CONFORMITY: KRS 15.180 authorizes the Attorney General
10 to promulgate administrative regulations that will facilitate performing the duties and exercising
11 the authority vested in the Attorney General and the Department of Law. KRS 367.150(4) requires
12 the Department of Law to recommend administrative regulations in the consumers' interest. KRS
13 367.46971 requires the Attorney General to promulgate administrative regulations to establish a
14 telemarketing company registration form. KRS 367.46981 requires telemarketing companies to
15 file surety bonds and to notify the Attorney General when offering a premium promotion. KRS
16 367.46983 authorizes the Attorney General to promulgate administrative regulations necessary for
17 the proper administration and enforcement of~~[required to enforce]~~ KRS 367.46951 to 367.46999
18 ~~governing the sales of goods and services to Kentucky consumers by use of telephone~~
19 ~~solicitations~~]. This administrative regulation establishes an online registration application, an
20 online renewal application, surety bond forms, and premium promotion report form to be used by
21 telemarketing companies.~~[procedures for the registration of telemarketing companies governed by~~

1 ~~the provisions of KRS 367.46951 to 367.46999].~~

2 Section 1. Telemarketing Company Registration Application. (1) A telemarketing company shall
3 not initiate or receive telephone calls with Commonwealth of Kentucky residents unless the
4 Attorney General approves the telemarketing company's online registration application in
5 accordance with this administrative regulation. An applicant shall submit an online registration
6 application using the "Telemarketing Company Registration Application portal" available at
7 <https://www.ag.ky.gov/Resources/Pages/Office-of-Regulatory-Relief.aspx>.

8 (2) To complete an online application, an applicant shall submit:

9 (a) Payment of the \$300.00 registration fee;

10 (b) The applicant's certificate of existence, authorization certificate from the Kentucky
11 Secretary of State's office, or other evidence of the applicant's authority to transact business in
12 Kentucky;

13 (c) Copies of the applicant's articles of incorporation, bylaws and any amendments to
14 those if applicant is a corporation, or copies of applicant's articles of organization, operating
15 agreement, and any amendments to those if the applicant is a limited liability company, or copies
16 of the applicant's partnership agreement if applicant is a partnership, and copies of the same
17 organizational documents for any parent or affiliated organization disclosed in the online
18 registration application;

19 (c) A completed Telemarketing Company Surety Bond, form T-1 or other surety bond
20 complying with KRS 367.46981;

21 (e) Copies of the applicant's sales information and literature; and

22 (d) If the applicant intends to offer a premium promotion in accordance with Section 3 of
23 this administrative regulation:

1 1. A completed Telemarketing Company Premium Promotion Report, form T-2; and

2 2. A completed Telemarketing Company Premium Surety Bond, form T-3, or other
3 surety bond complying with KRS 367.46981.

4 (3)(a) An applicant shall complete its application by submitting additional information or
5 documents within thirty (30) days of a request by the Attorney General.

6 (b) The Attorney General may deny any application if an applicant fails to timely complete
7 the application by not paying the application fee or providing requested information or
8 documents.~~[(a) Registration, or a renewal of registration, for telephone solicitation pursuant to~~
9 ~~KRS 367.46971 shall be made on the “Commonwealth of Kentucky Telemarketing Company~~
10 ~~Registration Statement”. Each telemarketing company shall register by:~~

11 1. ~~Completing the information required by the “Commonwealth of Kentucky~~
12 ~~Telemarketing Company Registration Statement”; and~~

13 2. ~~Paying fees required by KRS 367.46971.~~

14 (b) ~~At the time of filing the “Commonwealth of Kentucky Telemarketing Company~~
15 ~~Registration Statement”, a telemarketing company shall file:~~

16 1. ~~“Commonwealth of Kentucky, Office of the Attorney General, Telemarketing~~
17 ~~Company Consent for Service”; and~~

18 2. ~~One (1) of the following bond forms:~~

19 a. ~~“Commonwealth of Kentucky, Office of the Attorney General, Bond for~~
20 ~~Telemarketing Company”; or~~

21 b. ~~“Commonwealth of Kentucky, Office of the Attorney General, Telemarketing~~
22 ~~Company Premium Surety Bond”.~~

1 ~~-(2) A registration may be withdrawn prior to approval by submitting a written request that the~~
2 ~~application be withdrawn.~~

3 ~~-(3) If, upon receipt, the division determines that the materials filed by the telemarketing company~~
4 ~~do not contain all information required by KRS 367.46971, 367.46973 and 367.46981 or this~~
5 ~~administrative regulation, the division shall notify the telemarketing company in writing,~~
6 ~~specifying the information that was not completed in the registration statement or bond form. The~~
7 ~~registration shall not be completed until an amended filing is received by the division that contains~~
8 ~~all information required by KRS 367.46971, 367.46973 and 367.46981 or this administrative~~
9 ~~regulation. Upon receipt of the completed registration materials, the division shall provide a~~
10 ~~written confirmation of receipt of the completed filing].~~

11 Section 2. Telemarketing Company Renewal Application. (1) An approved telemarketing
12 company registration or renewal shall be valid for one (1) year from the written confirmation date
13 of registration or renewal approval provided by the Attorney General.

14 (2) Thirty (30) days prior to the expiration of a current registration, a registered telemarketing
15 company may renew its registration. Registration renewal shall be accomplished by submitting
16 an online renewal application using the “Telemarketing Company Renewal Application portal”
17 available at <https://www.ag.ky.gov/Resources/Pages/Office-of-Regulatory-Relief.aspx>.

18 (3) To complete an online renewal application, a registrant shall submit:

19 (a) Payment of the \$50.00 registration renewal fee;

20 (b) A completed Telemarketing Company Surety Bond, form T-1, or other surety bond
21 complying with KRS 367.46981, if a prior submitted surety bond is no longer current;

22 (c) Copies of any new sales information and literature not previously provided; and

1 (d) If the registrant intends to offer a premium promotion in accordance with Section 3 of
2 this administrative regulation:

3 1. A completed Telemarketing Company Premium Promotion Report, form T-2; and

4 2. A completed Telemarketing Company Premium Surety Bond, form T-3, or other
5 surety bond complying with KRS 367.46981.

6 (4)(a) A registrant shall complete its renewal application by submitting additional information
7 or documents for its application within thirty (30) days of a request by the Attorney General.

8 (b) The Attorney General may deny any renewal application if a registrant fails to timely
9 complete the application by not paying the renewal application fee or not submitting requested
10 information or documents.

11 (5) Any registration renewal by the Attorney General shall not be construed to waive or condone
12 any violation of law that occurred prior to any registration renewal and shall not prevent
13 subsequent proceedings against a registrant.

14 Section 3. Premium Promotion Report and Surety Bond. Ten (10) days prior to starting a
15 promotion offering a premium with an actual or advertised market value of five hundred dollars
16 (\$500.00) or more, a registered telemarketing company shall complete and submit a Telemarketing
17 Company Premium Promotion Report, form T-2, to the Attorney General's office and submit a
18 copy of a completed Telemarketing Company Premium Promotion Surety Bond, form T-3, or other
19 surety bond complying with KRS 367.46981.

20 Section 4. Written notification of material changes. (1) Except as provided in Section 4(2), a
21 registered telemarketing company shall notify the Attorney General, in writing, within fourteen
22 (14) days of any material[A] change in the information provided in the registrant's original
23 application, any renewal application, application attachments, or written notices.[specified in this

1 ~~subsection shall be considered a material change that a telemarketing company shall file in an~~
2 ~~addendum to the original or annual registration.]~~

3 (2) A registered telemarketing company shall provide written notice of any material changes
4 relating to salespersons in its application, renewal applications or prior written notices in quarterly
5 intervals computed from the effective date of registration or renewal.

6 ~~(a) A change relating to information in an original or annual filing required by KRS~~
7 ~~367.46971(3) or 367.46973(11), (12), and (13);~~

8 ~~(b) An addition or deletion of factual matter that differs from the factual matter contained~~
9 ~~in a telemarketing company's original filing; or~~

10 ~~(c) An association with an officer, director, trustee, general or limited partner, sole~~
11 ~~proprietor, owner, or person having management responsibility in an applicant's business,~~
12 ~~or other person specified by KRS 367.46973(5) and (7), who, after a telemarketing~~
13 ~~company's original filing:~~

14 ~~1. Has committed an act or offense specified by KRS 367.46973(8)(a);~~

15 ~~2. Is subject to a final judgment or order specified by KRS 367.46973(8)(b) and (c);~~

16 ~~3. Has filed in bankruptcy or been adjudged as bankrupt as specified by KRS~~
17 ~~367.46973(8)(d).~~

18 ~~(2) Information filed pursuant to subsection (1) of this section shall contain the information~~
19 ~~required by 367.46973(8).~~

20 ~~(3)~~

21 ~~(a) A change in information required pursuant to this section shall be filed on~~
22 ~~"Commonwealth of Kentucky Telemarketing Company Registration Statement".~~

23 ~~(b) Information required pursuant to this section shall be filed with the division].~~

1 Section 5. Record Requests. A telemarketing company shall make requested business records,
2 documents and information related to an investigation or inquiry readily available to the Attorney
3 General for inspection and copying upon request.

4 Section 6.~~[3.]~~ Incorporation by Reference. (1) The following material is incorporated by reference:

5 (a) ~~“[Commonwealth of Kentucky]Telemarketing Company Registration application~~
6 ~~portal”[Statement]”, Mar. 2026[Ts-1, 2002];~~

7 (b) ~~“Telemarketing Company Renewal application portal,” Mar. 2026[“Commonwealth~~
8 ~~of Kentucky, Office of the Attorney General, Telemarketing Company, Consent For Service”,~~
9 ~~Form Ts-2, 2002];~~

10 (c) ~~“[Commonwealth of Kentucky, Office of the Attorney General, Bond for]~~
11 ~~Telemarketing Company Surety Bond”, Form T-1, Mar. 2026 [Ts-4, 2002]; [and]~~

12 (d) ~~“Telemarketing Company Premium Promotion Report,” Form T-2, Mar. 2026; and~~

13 (e) ~~“[Commonwealth of Kentucky, Office of the Attorney General,]Telemarketing~~
14 ~~Company Premium Promotion Surety Bond”, Form T-3, Mar. 2026 [Ts-5, 2002]~~

15 (2) This material may be inspected, copied, or obtained, subject to applicable copyright law, at
16 the Office of the Attorney General, Capital Complex East, 1024 Capital Center Drive, Frankfort
17 Kentucky 40601, Monday through Friday, 8 a.m. to 4:30 p.m. This material is also available on
18 the Attorney General’s website, <https://ag.ky.gov/Pages/default.aspx>.

READ AND APPROVED



Stephen B. Humphress, Executive Director
Kentucky Office of Regulatory Relief
Office of Attorney General

March 24, 2026

Date



Russell Coleman, Attorney General
Department of Law

March 24, 2026

Date

PUBLIC HEARING AND PUBLIC COMMENT PERIOD: A public hearing on this administrative regulation shall be held on June 23, 2026, at 10:30 a.m. Eastern Time at the Office of Administrative Hearings, Conference Room B, 105 Sea Hero Road, Suite 2, Frankfort, KY 40601. Individuals interested in being heard at this hearing shall notify the Attorney General in writing at least five (5) working days prior to the hearing of their intent to attend. If no notification of intent to attend the hearing is received by that date, the hearing may be canceled. This hearing is open to the public. Any person who wishes to be heard will be given an opportunity to comment on the proposed administrative regulation. A transcript of the public hearing will not be made unless a written request for a transcript is made. If you do not wish to be heard at the public hearing, you may submit written comments on the proposed administrative regulation. Written comments shall be accepted through 11:59 p.m. on June 30, 2026. Send written notification of intent to be heard at the public hearing or written comments on the proposed administrative regulation to the contact person.

CONTACT PERSON: Stephen B. Humphress, Executive Director, Kentucky Office of Regulatory Relief, Kentucky Office of Attorney General, 1024 Capital Center Drive, Suite 200, Frankfort, Kentucky 40601, phone: 502-696-5408, fax: (502) 573-8317, email: steve.humphress@ky.gov.

REGULATORY IMPACT ANALYSIS AND TIERING STATEMENT

Administrative Regulation #: 40 KAR 12:310

Contact Person: Stephen B. Humphress

Phone Number: 502-696-5481

Email: steve.humphress@ky.gov

Subject Headings: Attorney General; Occupations and Professions; Telecommunications, and Bonds

(1) Provide a brief summary of:

(a) What this administrative regulation does: This administrative regulation establishes the online registration application, an online registration renewal application, a surety bond form, a premium promotion report form, and a premium surety bond form to be used and filed by telemarketing companies.

(b) The necessity of this administrative regulation: This regulation is necessary since it allows the Office of Attorney General (“Attorney General”), to perform its statutory mandates. The regulation is needed so that telemarketing companies can comply with statutory requirements.

(c) How this administrative regulation conforms to the content of the authorizing statutes: KRS 15.180 directs the Attorney General to promulgate administrative regulations that will facilitate the performance of duties vested in the Attorney General and the Department of Law. KRS 367.150(4) requires the Department of Law to recommend administrative regulations in the consumers' interest. KRS 367.46971 requires the Attorney General to promulgate administrative regulations to establish a telemarketing company registration application. KRS 367.46981 requires telemarketing companies to file surety bonds. KRS 367.46983 authorizes the Attorney General to promulgate administrative regulations necessary for the proper administration and enforcement of KRS 367.46951 to 367.46999.

(d) How this administrative regulation currently assists or will assist in the effective administration of the statutes: This administrative regulation establishes the online registration application, the online renewal application, a surety bond form, a premium promotion report form, and a premium surety bond form to be used and filed by telemarketing companies.

(2) If this is an amendment to an existing administrative regulation, provide a brief summary of:

(a) How the amendment will change this existing administrative regulation: This amendment makes changes to comply with KRS Chapter 13A drafting requirements. This amendment removes unnecessary language from the regulation as duplicative and already incorporated by reference in incorporated application processes. The amendment updates incorporated forms so that they are easier to understand and consistent in appearance. The amended regulation provides better notice

about when regulated businesses must file required forms. The amended regulation provides better notice about when regulated businesses must file required renewals and reports.

(b) The necessity of the amendment to this administrative regulation: The Attorney General needs to update regulations to conform to KRS Chapter 13A drafting requirements. The Attorney General needs to update its regulation so that it is easier to understand. The Attorney General needs to update the forms incorporated by the regulation so that they are easier to understand. The Attorney General needs to modernize application and payment processes by providing for online processes.

(c) How the amendment conforms to the content of the authorizing statutes: As previously explained, KRS 15.180, 367.150(4), 367.46971, and 367.46981 authorize the administrative regulation amendments.

(d) How the amendment will assist in the effective administration of the statutes: The regulation amendments will cause the regulation to be more easily understood by regulated entities and consumers. The regulation amendments will provide online application and renewal processes for regulated entities and cause the forms used by regulated entities to be more easily understood and completed. Regulation amendments will result in saved administrative resources and time and produce quicker processing time by Attorney General staff.

(3) Does this administrative regulation or amendment implement legislation from the previous five years? No

(4) List the type and number of individuals, businesses, organizations, or state and local governments affected by this administrative regulation: This regulation amendment affects approximately forty-two (42) registered telemarketing companies, the Attorney General, and unknown future applicants.

(5) Provide an analysis of how the entities identified in question (4) will be impacted by either the implementation of this administrative regulation, if new, or by the change, if it is an amendment, including:

(a) List the actions that each of the regulated entities identified in question (4) will have to take to comply with this administrative regulation or amendment: Future applicants will be required to use the online registration application incorporated into this regulation. Registered telemarketing companies will be required to use the new online renewal application incorporated into this regulation. Attorney General staff will review and process the new online submissions and new forms for compliance with law.

(b) In complying with this administrative regulation or amendment, how much will it cost each of the entities identified in question (4): Applicants and registered telemarketing companies will bear no additional costs as they will be able to use the online application processes and download

updated forms at no cost from the Attorney General's website. The Attorney General will have no additional costs to review the new online submissions and new forms.

(c) As a result of compliance, what benefits will accrue to the entities identified in question (4): The regulation amendments are intended to make the regulations and forms more easily understood and completed. The online application and renewal processes will make it easier for applicants and regulated entities to apply, renew and provide required documentation. In addition, it is intended that the regulation amendments will result in saved administrative resources and time and provide quicker processing time by Attorney General staff.

(6) Provide an estimate of how much it will cost the administrative body to implement this administrative regulation:

(a) Initially: There are no costs to implement this administrative regulation amendment.

(b) On a continuing basis: There are no continuing costs to implement this administrative regulation amendment.

(7) What is the source of the funding to be used for the implementation and enforcement of this administrative regulation: There are no additional costs associated with implementing this administrative regulation amendment, so no funding is needed.

(8) Provide an assessment of whether an increase in fees or funding will be necessary to implement this administrative regulation, if new, or by the change, if it is an amendment: There is no anticipated increase in fees or funding necessary to amend this administrative regulation.

(9) State whether or not this administrative regulation establishes any fees or directly or indirectly increased any fees: This administrative regulation amendment does not directly or indirectly increase any fees.

(10) TIERING: Is tiering applied? ? [Explain why or why not] No. This administrative regulation applies equally to all telemarketing companies.

FISCAL IMPACT STATEMENT

Administrative Regulation #: 40 KAR 12:310

Contact Person: Stephen B. Humphress

Phone Number: 502-696-5481

Email: steve.humphress@ky.gov

(1) Identify each state statute, federal statute, or federal regulation that requires or authorizes the action taken by the administrative regulation. KRS 15.180, 367.150(4), 367.46971, and 367.46981.

(2) State whether this administrative regulation is expressly authorized by an act of the General Assembly, and if so, identify the act: 1960 Ky. Acts Ch. 68, Art. II, sec. 1; 1972 Ky. Acts Ch. 4, sec. 4; and 1994 Ky. Acts Ch. 302, sec. 11.

(3)(a) Identify the promulgating agency and any other affected state units, parts, or divisions: The Office of Attorney General, Kentucky Office of Regulatory Relief (“Attorney General”) is the promulgating agency. The regulation does not affect any other state agencies.

(b) Estimate the following for each affected state unit, part, or division in (3)(a):

1. Expenditures:

For the first year: There are no expenditures to administer this administrative regulation for the first year.

For subsequent years: There will be no expenditures to administer the administrative regulation in subsequent years.

2. Revenues:

For the first year: The administrative regulation will generate no revenues to the Attorney General in the first year. Registration fees referenced in the regulation are established by statute.

For subsequent years: The administrative regulation will generate no revenues to the Attorney General in subsequent years. Registration fees referenced in the regulation are established by statute.

3. Cost Savings:

For the first year: In the first year, the Attorney General will have cost savings from efficient and quicker processing of applications which are difficult to estimate at this time but estimated to be *de minimis*.

For subsequent years: In subsequent years, the Attorney General will have cost savings from efficient and quicker processing of applications which are difficult to estimate at this time but estimated to be *de minimis*.

(4)(a) Identify affected local entities (for example: cities, counties, fire departments, school districts): The administrative regulation will not affect any local entities.

(b) Estimate the following for each affected local entity identified in (4)(a):

1. Expenditures:

For the first year: This administrative regulation will not cause expenditures by local entities for the first year.

For subsequent years: This administrative regulation will not cause expenditures by local entities in subsequent years.

2. Revenues:

For the first year: Local entities will receive no revenues from this administrative regulation for the first year.

For subsequent years: Local entities will receive no revenues from this administrative regulation in subsequent years.

3. Cost Savings:

For the first year: Local entities will receive no cost savings from this administrative regulation for the first year.

For subsequent years: Local entities will receive no cost savings from this administrative regulation for subsequent years.

(5)(a) Identify any affected regulated entities not listed in (3)(a) or (4)(a): Telemarketing companies and applicants will be affected by this administrative regulation.

(b) Estimate the following for each regulated entity identified in (5)(a):

1. Expenditures:

For the first year: This administrative regulation will not cause telemarketing companies and applicants to have additional expenditures for the first year.

For subsequent years: This administrative regulation will not cause telemarketing companies and applicants to have additional expenditures for subsequent years.

2. Revenues:

For the first year: Telemarketing companies and applicants will not receive any revenues directly from this administrative regulation for the first year.

For subsequent years: Telemarketing companies and applicants will not receive any revenues directly from this administrative regulation for subsequent years.

3. Cost Savings:

For the first year: For the first year, telemarketing companies and applicants will receive cost savings from quicker processing of applications. These cost savings are difficult to estimate currently but are estimated to be *de minimis*.

For subsequent years: For subsequent years, telemarketing companies and applicants will receive cost savings from quicker processing of applications. These cost savings are difficult to estimate currently but are estimated to be *de minimis*.

(6) Provide a narrative to explain the following for each entity identified in (3)(a), (4)(a), and (5)(a):

(a) Fiscal impact of this administrative regulation: This administrative regulation will have no fiscal impact. The new regulation merely creates an online registration application, a registration renewal application, and updates forms for use by telemarketing companies. The regulation does not affect any other governmental agencies or local governments. The regulation does not establish any fees. For these reasons, the regulation is not expected to have any significant fiscal impact.

(b) Methodology and resources used to reach this conclusion: The Attorney General used a quantitative methodology analysis based on history of administrative agencies which license or register businesses in a specific subject area and the resulting facts from this regulation. The Attorney General used staff resources to determine the fiscal impact.

(7) Explain, as it relates to the entities identified in (3)(a), (4)(a), and (5)(a):

(a) Whether this administrative regulation will have a “major economic impact”, as defined by KRS 13A.010(13): There is not an expected “major economic impact” from this regulation for the Attorney General, any local entities, or affected regulated entities.

(b) The methodology and resources used to reach this conclusion: The Attorney General used a quantitative methodology analysis based on history of administrative agencies which license or register businesses in a specific subject area and resulting facts from this regulation. The Attorney General used staff resources to reach the conclusion that no overall negative or adverse major economic impact results from this administrative regulation.

SUMMARY OF MATERIAL INCORPORATED BY REFERENCE

Administrative Regulation #: 40 KAR 12:310

Contact Person: Stephen B. Humphress

Phone Number: 502-696-5481

Email: steve.humphress@ky.gov

I. "Telemarketing Company Registration application portal", Mar. 2026. A telemarketing company will use this online application portal when seeking registration from the Attorney General. The form consists of seven (7) online pages. Attached as Appendix I are printed copies of the online application portal pages.

II. "Telemarketing Company Renewal application portal", Mar.2026. A telemarketing company will use this renewal application portal when seeking registration renewal from the Attorney General. The online submission process consists of six (6) online pages. Attached as Appendix II are printed copies of the renewal application portal pages.

III. "Telemarketing Company Surety Bond", Form T-1, Mar. 2026. This bond form may be used by a telemarketing company when submitting a required surety bond to the Attorney General in compliance with KRS 367.46981. The form consists of two (2) pages. Attached as Appendix III.

IV. "Telemarketing Company Premium Promotion Report", Form T-2, Mar. 2026. This bond form may be used by a telemarketing company when notifying the Attorney General about offering a KRS 367.46981 premium promotion. The form consists of two (2) pages. Attached as Appendix IV.

V. "Telemarketing Company Premium Promotion Surety Bond", Form T-3, Mar. 2026. This bond form may be used by a telemarketing company when submitting premium promotion surety bond to the Attorney General in compliance with KRS 367.46981. The form consists of two (2) pages. Attached as Appendix V.

Addendum I
Telemarketing Companies Registration application portal pages

Kentucky Office of Regulatory Relief ("KORR")
Compliance and Registration Branch Portal

Please complete all the information below for all pages and upload any requested documents to submit an online application.

KORR recommends turning on the autofill feature in your web browser to make filling out online forms easier.

Please omit commas in all number fields.

Application Information ▾

Registration Type (required)

- Auto Dialer
- Telemarketer
- Debt Adjuster
- Business Opportunity (if you are claiming an exemption to the Business Opportunity Statutes, select Franchise Exemption below)
- Franchise Exemption
- Recreation & Retirement Use Land Seller
- Buying & Vacation Club Seller
- Health Spa
- Prior Approval to obtain Excess Going Out of Business Sale License
- Transient Merchant
- Contact Lenses
- Visual Aid Glasses

Legal Name of Applicant Telemarketing Company (required)

Doing Business as (DBA) name(s)

If multiple DBAs, please list all with semi-colons between each DBA.

Name(s) of any Parent of Affiliate Company(s) (required)

Applicant's Business Street Address (required)

Applicant's Business City (required)

Applicant's Business State (required)

Applicant's Business Zip Code (required)

Business Telephone Number (required)

Street Address of Main Kentucky Business (required)

If no business locations in KY, enter "N/A"

City of Main Kentucky Business (required)

State of Main Kentucky Business (required)

Zip Code of Main Kentucky Business (required)

Contact Person Name (required)

Contact Person Phone (required)

Contact Person Email (required)

Please provide the following information regarding the Applicant (required)

State of incorporation, organization, formation, or existence (required)

Please attach a copy of the Applicant's certificate of existence, or authorization certificate, from the Kentucky Secretary of State's Office, or provide other evidence of the Applicant's authority to transact business in the Kentucky. (required)

Instructions for obtaining certificates can be found at: <https://www.sos.ky.gov/bus/businessrecords/Pages/default.aspx>

or drag file(s) here

Number of locations from which the Applicant will do business in Kentucky (required)

If none, enter "0"

First Location Street Address (required)

First Location City State (required)

Format: City, State

First Location Person in Charge (required)

First Location Person in Charge Phone (required)

First Location Residence Address of Person in Charge (required)

Please attach copies of the applicant's articles of incorporation, bylaws and any amendments to those if applicant is a corporation, or copies of applicant's articles of organization, operating agreement, and any amendments to those if applicant is a limited liability company, or copies of the applicant's partnership agreement if applicant is a partnership, and copies of the same organizational documents for any parent or affiliated organization disclosed above (required)

or drag file(s) here

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Owners, Officers and Agents of Applicant ▾

Number of business officer(s); director(s); person(s) with a 10% principal interest in the business (proprietor, partner(s), owner(s), partner(s), member(s), shareholder(s)). If an artificial entity(s) holds ownership, please complete for individual(s) whose ownership in a parent or holding entity(s) equates to a 10% ownership of the Applicant (required)

If greater than 4 please attach document with Name, Title and Address for each additional individual

First Owners Officers and Agents Name (required)

First Owners Officers and Agents Title (required)

First Owners Officers and Agents Date of Birth (required)

 

First Owners Officers and Agents Driver's License No./
Issuing State (required)

First Owners Officers and Agents Home Address (required)

Second Owners Officers and Agents Name (required)

Second Owners Officers and Agents Date of Birth (required)

 

Second Owners Officers and Agents Driver's License No./
Issuing State (required)

Second Owners Officers and Agents Home Address (required)

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Bond Exemption/Bond Amount ▾

Please attach a completed Telemarketing Company Surety Bond, Form T-3 (required)

[Browse](#) or drag file(s) here

Please attach a completed Telemarketing Company Surety Bond, Form T-4
(if applicable)

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Information About Applicant and Agents ▾

Has the applicant or any of the persons listed as Owner, Officer, or Agent of the Applicant, ever been convicted of a felony or a misdemeanor involving fraud, theft, embezzlement, fraudulent conversion, misappropriation of property, or a violation of KRS Chapter 367? (required)

Attach additional pages if needed.

- Yes
 No

Has the applicant; any business having any of the persons listed above as officers, employees or agents of a business that; or the listed persons themselves, ever had a final judgment or order in a civil/administrative action, including a stipulated judgment/order, for alleged violations of fraud, theft, embezzlement, fraudulent conversion, misappropriation of property, the use of untrue or misleading representations in an attempt to sell or dispose of real or personal property, the use of unfair, unlawful, or deceptive business practices, or KRS Chapter 367? (required)

- Yes
 No

Is the applicant; or any business having any of the persons listed above as officers, employees or agents; or the listed persons themselves, subject to an injunction or restrictive court order relating to business activity as the result of an action brought by a federal, state, or local public agency, including but not limited to, an action affecting any vocational license? (required)

- Yes
 No

Within the previous (7) years, has the applicant; or any business having any of the persons listed above as officers, employees or agents; or the listed persons themselves, filed bankruptcy, been adjudged bankrupt, been reorganized due to insolvency, or been a principal, director, officer, trustee, general or limited partner, or had management responsibilities of any other corporation, partnership, joint venture, or business entity that has filed bankruptcy, adjudicated bankrupt, or reorganized? (required)

- Yes
 No

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Sales Representatives ▾

Number of telemarketing salesperson(s) who will solicit on behalf of the applicant (required)

2

First Salesperson who will Solicit on Behalf of the Applicant (required)

First Salesperson Home Address (required)

First Salesperson Date of Birth (required)

 

First Salesperson Driver's license no./Issuing state (required)

First Salesperson Telephone Number(s) Used (required)

First Salesperson Any Names Used While Soliciting (required)

Second Salesperson Home Address (required)

Second Salesperson Date of Birth (required)

 

Second Salesperson Driver's license no./Issuing state (required)

Second Salesperson Telephone Number(s) Used (required)

Second Salesperson Any Names Used While Soliciting (required)

Telemarketing Activities ▾

Describe the items that the applicant will offer for sale (required)

Will the applicant require salespersons to use sales scripts when soliciting prospective purchasers? (required)

- Yes
 No

Will the applicant or salespersons represent or imply to prospective purchasers that a purchaser will receive certain specific items, including a redeemable certificate for one (1) or more items among designated items, whether the items are denominated as gifts, premiums, bonuses, prizes, or otherwise? (required)

- Yes
 No

Will the purchaser receive fewer than all of the items described by the applicant or salespersons? (required)

- Yes
 No

Will the applicant or salespersons offer an investment, business, or employment opportunity? (required)

- Yes
 No

Will any of the following be used? sales information and literature, including but not limited to, outlines, instructions, information regarding how to conduct telephonic sales, sample introductions, sample closings, product information, contest or premium-award information provided to salespersons, written materials (required)

- Yes
 No

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Signature of Seller/Applicant ▼

Typed Name as Electronic Signature - Telemarketer (required)

By submitting this application, the undersigned does hereby swear or affirm, under penalty of perjury the following:

1. The undersigned is authorized to complete this application form on behalf of the applicant.
2. The information, and any attachments, provided in and with this application are true and correct.
3. The applicant agrees to notify the Attorney General immediately of any material change in the information provided in and with this application.
4. The applicant agrees to provide requested records, documents and information to the Attorney General within a reasonable time after requested.
5. The applicant understands that its application may be denied, and a registration suspended or revoked by the Attorney General.

I understand and agree that my typed name below has the same legal force and effect as my original manual signature and I have typed my name below with intent to sign this report by electronic means in compliance with the Kentucky Uniform Electronic Transaction Act codified at KRS 369.101 to 369.120.

Typed Name as Electronic Signature

Title of Seller/Applicant Representative (required)

Signature Date (required)

03/18/2026	
------------	-----------------------------------------------------------------------------------

Required \$300.00 application fee - Telemarketer (required)

By checking "Yes", I understand my renewal will not be processed until the required \$300.00 renewal fee has been paid.

Payment Link:

<https://ky.accessgov.com/businessregistrationapplication/Forms/Page/businessregistrationapplication/korr/1>

Yes

Addendum II
Telemarketing Companies Renewal application portal pages

Kentucky Office of Regulatory Relief ("KORR")
Renewal Portal

Please complete all the information below for all pages and upload any requested documents to submit an online application.

KORR recommends turning on the autofill feature in your web browser to make filling out online forms easier.

Please omit commas in all number fields.

Registrant Information ▾

Registration Type (required)

- Auto Dialer
- Telemarketer
- Debt Adjuster
- Business Opportunity
- Health Spa
- Contact Lenses
- Visual Aid Glasses

Legal name of registrant telemarketing company (required)

Doing Business as (DBA) name (if any) (required)

KY Registration Number (required)

Contact Person Name (required)

Contact Person Email (required)

Contact Person Phone (required)

Please omit commas in all number fields.

Material Changes in Application(s) ▾

Have there been any changes to business officer(s); director(s); trustee(s); persons with a 10% or more controlling interest in the business (proprietors, partners, owners, members, shareholders) since the last application (initial or renewal)? (required)

No ▾

Has the registrant; any business having any person listed in Section B above, Sections A or B of the registrant's initial application, or any prior renewal application/written notification, as officers, employees or agents; or, the listed persons themselves, ever had a final judgment or order in a civil/administrative action, including a stipulated judgment/order, for alleged violations of fraud, theft, embezzlement, fraudulent conversion, misappropriation of property, the use of untrue or misleading representations in an attempt to sell or dispose of real or personal property, the use of unfair, unlawful, or deceptive business practices, or KRS Chapter 367? (required)

No ▾

Is the registrant; any business having any person listed in Section B above, Sections A or B of the registrant's initial application, or any prior renewal application/written notification; as officers, employees or agents; or, the listed persons themselves, subject to an injunction or restrictive court order relating to business activity as the result of an action brought by a federal, state, or local public agency, including but not limited to, an action affecting any vocational license? (required)

No ▾

Within the previous (7) years, has the registrant; any business having any of the persons listed in Section B above, Sections A and B of the registrant's initial application, or any prior renewal application/written notification, as officers, employees or agents; or, the listed persons themselves, filed bankruptcy, been adjudged bankrupt, been reorganized due to insolvency, or been a principal, director, officer, trustee, general or limited partner, or had management responsibilities of any other corporation, partnership, joint venture, or business entity that has filed bankruptcy, adjudicated bankrupt, or reorganized? (required)

No ▾

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Material Changes in Sales Representatives ▾

Have there been any changes in salesperson(s) who solicit on behalf of the registrant since the initial application or last renewal application/written notification? (required)

No ▾

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Material Changes in Telemarketing Activities ▾

Has there been any changes in locations from which the registrant does business in Kentucky or the person in charge of each location, since the initial application or last renewal application/written notification? (required)

No ▾

Has there been any changes in the items that the registrant sells since the initial application or last renewal application/written notification? (required)

No ▾

Has there been any operational or sales promotional changes in the registrant's telemarketing activities since, or different from, the initial application or last renewal application/written notification? (required)

Select from below ▾

Has there been any changes in sales information and literature since the initial application or last renewal application/written notification? (required)

Select from below ▾

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Insurance and Bond Information ▾

Is there a Current Telemarketing Company Surety Bond, Form TS-3 on file with the Attorney General's Office? (required)

No ▾

If "No", attach copy of new completed Telemarketing Company Surety Bond, TS-3 (required)

[Browse](#) or drag file(s) here

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Signature of Registrant ▾

Typed Name as Electronic Signature - Telemarketer (required)

By submitting this application, the undersigned representative of the registrant telemarketing company, does hereby swear or affirm, under penalty of perjury the following:

1. I am authorized to complete this form on behalf of the registrant.
2. The information, and any attachments, provided in and with this application are true and correct.
3. The registrant agrees to notify the Attorney General immediately of any material change in the information provided in and with this application.
4. The registrant agrees to provide requested records, documents and information to the Attorney General within a reasonable time after requested.
5. The registrant understands that its application may be denied and a registration suspended or revoked by the Attorney General.

I understand and agree that my typed name below has the same legal force and effect as my original manual signature and I have typed my name below with intent to sign this report by electronic means in compliance with the Kentucky Uniform Electronic Transaction Act codified at KRS 369.101 to 369.120.

Typed Signature

Title of Registrant Representative (required)

Signature Date (required)

03/19/2026	
------------	-------------------------------------------------------------------------------------

Required \$50.00 renewal fee - Telemarketer (required)

By checking "Yes", I understand my renewal will not be processed until the required \$50.00 renewal fee has been paid.

Payment Link:

<https://ky.accessgov.com/businessregistrationapplication/Forms/Page/businessregistrationapplication/korr/1>

Yes

T-1
(March 2026)



Bond Number: _____

**COMMONWEALTH OF KENTUCKY
OFFICE OF ATTORNEY GENERAL**
Kentucky Office of Regulatory Relief
1024 Capital Center Drive, Suite 200
Frankfort, KY 40601
<https://ag.kv.gov>

**TELEMARKETING COMPANY
SURETY BOND (T-1)**

SECTION A – TELEMARKETING COMPANY (PRINCIPAL) INFORMATION

Legal Name of Telemarketing Company (Principal): _____
DBA (Doing Business As): _____
Registration No: *(if any)* _____ Street Address: _____
City: _____ State: _____ Zip Code: _____
Name of Contact Person: _____
Contact Person Phone: _____ Contact Person Email: _____

SECTION B – SURETY BOND

KNOW ALL PERSONS BY THIS DOCUMENT, that the above-identified telemarketing company, _____, AS PRINCIPAL, and _____, a legal entity organized and existing under the laws of the State of _____, and authorized to transact surety insurance business in the Commonwealth of Kentucky under KRS Chapter 304, AS SURETY, are held and firmly bound unto the Commonwealth of Kentucky Attorney General for the benefit of any person(s) suffering injury and loss by reason of any violation of KRS 367.46951 to KRS 367.46999 or related administrative regulation, AS OBLIGEE, in the full penal sum of Fifty Thousand Dollars (\$50,000.00), lawful money of the United States of America, for the payment of which we hereby bind ourselves, jointly and severally, our heirs, executors, administrators, successors, and assigns firmly by these presents.

WHEREAS, the above named Principal has applied to register with the Attorney General as a Telemarketing Company, in accordance with the provisions of KRS 367.46981 and is required to furnish a surety bond with such registration.

NOW, THEREFORE, the condition of this obligation is such, that if the Principal shall faithfully and honestly fulfill all its obligations to the Obligee in accordance with the provisions of KRS 367.46951 to KRS 367.46999, and no person(s) suffer loss from the Principal’s telemarketing activities by virtue of such registration, then this obligation shall be released; otherwise, to remain in full force and effect.

This Bond becomes EFFECTIVE this the _____ day of _____, 20____.

The Surety may cancel this bond at any time by filing thirty (30) days’ written notice of its intent to cancel or terminate this bond with the Attorney General. The Surety shall not be discharged from any liability already accrued under this bond, or which shall accrue before expiration of the thirty (30) day period.

This BOND shall not become void upon the first recovery thereon but may be sued upon from time to time until the full amount thereof shall have been exhausted.

(Continued on next page)

SECTION B – SURETY BOND *(continued)*

By submitting this completed Surety Bond form, the undersigned hereby swears and affirms, under penalty of perjury, that the Principal agrees to be bound by the terms of this Bond; and, that the undersigned has authority to execute and sign this Surety Bond on behalf of the Principal Telemarketing Company.

Signature of Principal Telemarketing Company

Date Signed

Printed Name

Title

The undersigned hereby swears and affirms, under penalty of perjury, that the undersigned has authority to execute and sign this Surety Bond on behalf of the Surety, and that the Surety will be bound by the terms of this Bond.

Signature of Surety Representative

Date Signed

Printed Name

Title

INSTRUCTIONS

Either this Surety Bond, Form T-1, or other surety bond complying with KRS 367.46981, MUST be completed and submitted with an online Telemarketing Company registration application.



Date received: _____
Date reviewed: _____
Reviewed by: _____
Approval: Yes. No.

For Official Use Only

COMMONWEALTH OF KENTUCKY
OFFICE OF ATTORNEY GENERAL
Kentucky Office of Regulatory Relief
1024 Capital Center Drive, Suite 200
Frankfort, KY 40601
<https://ag.kv.gov>

TELEMARKETING COMPANY
PREMIUM PROMOTION REPORT (T-2)

SECTION A – REGISTRANT INFORMATION

Complete the following and attach requested documentation:

Legal name of registered telemarketing company: _____

Doing business as (DBA) name(s): _____

KY telemarketing company registration number: _____

Principal business street address: _____

City: _____ State: _____ Zip code: _____

Contact person name: _____

Contact person phone: _____ Contact person email: _____

SECTION B – PREMIUM PROMOTION INFORMATION

Complete the following. *(Attach additional pages if necessary)*

1. Does the registered telemarketing company intend to start a promotion which offers a premium* with an actual market value or advertised value of five hundred dollars (\$500) or more? Yes. No *(if "No", this report and a premium bond do not need to be filed with the Attorney General)*
2. Describe the promotion: _____

3. Describe the premium: _____

4. Current market value of premium: \$ _____ 5. Advertised value of premium: \$ _____
6. Date the premium shall be awarded: _____
7. Describe the conditions under which the award shall be made: _____

(Attach additional pages if needed)

SECTION C – SIGNATURE OF TELEMARKETING COMPANY

By submitting this application, the undersigned representative for the registered telemarketing company, does hereby swear or affirm under penalty of perjury, that: (1) the undersigned is authorized to complete this form on behalf of the registered telemarketing company; (2) the information and any attachments provided in and with this report are true and correct.

(Signature of Registered Telemarketing company Representative)

(Date Signed)

(Printed Name)

(Title)

INSTRUCTIONS

This report form MUST be completed and submitted to the Attorney General with a copy of a completed Telemarketing Company Premium Promotion Surety Bond, form T-3, or other surety bond complying with KRS 367.46981, to:

*Kentucky Office of Attorney General
Kentucky Office of Regulatory Relief
1024 Capital Center Drive, Suite 200
Frankfort, KY 40601*

** “Premium” means “a reward, gift, prize, or anything tangible of value offered as an added inducement for a consumer to participate in a promotion.”*



COMMONWEALTH OF KENTUCKY
OFFICE OF ATTORNEY GENERAL
Kentucky Office of Regulatory Relief
1024 Capital Center Drive, Suite 200
Frankfort, KY 40601
<https://ag.kv.gov>

TELEMARKETING COMPANY
PREMIUM PROMOTION SURETY BOND (T-3)

SECTION A – TELEMARKETING COMPANY (PRINCIPAL) INFORMATION

Legal name of telemarketing company (Principal): _____
DBA (Doing Business As): _____
Registration no: _____ Street address: _____
City: _____ State: _____ Zip code: _____
Name of contact person: _____
Contact person phone: _____ Contact person email: _____

SECTION B – SURETY BOND

KNOW ALL PERSONS BY THIS DOCUMENT, that the above-identified telemarketing company, _____, AS PRINCIPAL, and _____ a legal entity organized and existing under the laws of the State of _____ and authorized to transact surety insurance business in the Commonwealth of Kentucky under KRS Chapter 304, AS SURETY, are held and firmly bound unto the Commonwealth of Kentucky Attorney General for the benefit of any person(s) suffering injury and loss by reason of any violation of KRS 367.46981(2), AS OBLIGEE, in the full penal sum of _____ Dollars (\$____.00), lawful money of the United States of America, for the payment of which we hereby bind ourselves, jointly and severally, our heirs, executors, administrators, successors, and assigns firmly by these presents.

WHEREAS, the above-named Principal intends to utilize a promotion which offers premium(s), prize(s), gift(s), or anything else of value, (hereinafter “premiums”) whose actual market value, or advertised value, is five hundred dollars (\$500) or more, and the Principal is required to furnish a premium surety bond in accordance with the provisions of KRS 367.46981(2) in an amount for the greater of the current total market value, or the total advertised value, of the premiums.

NOW, THEREFORE, the condition of this obligation is such, that if the Principal shall faithfully and honestly fulfill all its obligations to the Obligee in accordance with the provisions of KRS 367.46951 to KRS 367.46999, provides proof to the Attorney General that the premiums were awarded, and no person suffers loss from the Principal’s telemarketing promotion activities, then this obligation shall be released; otherwise, to remain in full force and effect.

This Bond becomes EFFECTIVE this the _____ day of _____, 20____.

The Surety may cancel this bond at any time by filing thirty (30) days’ written notice of its intent to cancel or terminate this bond with the Attorney General. The Surety shall not be discharged from any liability already accrued under this bond, or which shall accrue before expiration of the thirty (30) day period.

This BOND shall not become void upon the first recovery thereon but may be sued upon from time to time until the full amount thereof shall have been exhausted.

(Continued on next page)

SECTION B – SURETY BOND *(continued)*

By submitting this completed Surety Bond form, the undersigned hereby swears and affirms, under penalty of perjury, that the Principal agrees to be bound by the terms of this Bond; and, that the undersigned has authority to execute and sign this Surety Bond on behalf of the Principal Telemarketing Company identified in Section A above.

_____ <i>Signature of Principal Telemarketing Company Representative</i>	_____ <i>Date Signed</i>
_____ <i>Printed Name</i>	_____ <i>Title</i>

The undersigned hereby swears and affirms, under penalty of perjury, that the undersigned has authority to execute and sign this Surety Bond on behalf of the Surety, and that the Surety will be bound by the terms of this Bond.

_____ <i>Signature of Surety Representative</i>	_____ <i>Date Signed</i>
_____ <i>Printed Name</i>	_____ <i>Title</i>

INSTRUCTIONS

A copy of this completed surety bond form or other surety bond complying with KRS367.46981MUST be submitted to the Attorney General with a with a completed Telemarketing Company Premium Promotion Report, Form T-2, to:

*Kentucky Office of Attorney General
Kentucky Office of Regulatory Relief
1024 Capital Center Drive, Suite 200
Frankfort, KY 40601*