



NEWS RELEASE

COMMISSIONER BRENT BAILEY
MISSISSIPPI PUBLIC SERVICE COMMISSION
CENTRAL DISTRICT

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Contact: Rachael Ring
Public Affairs Director
(601) 540-6611
rachael.ring@psc.ms.gov

Eight Companies Receive Notice for Alleged Mississippi No-Call Violations

JACKSON— Commissioner Brent Bailey announced today the Public Service Commission in cooperation with the Attorney General's Office has sent a Notice of Alleged Violation (NAV) to eight companies for alleged violations of the Mississippi No-Call law.

The eight companies suspected of violating the Mississippi Telephone Solicitation Act, Miss. Code Ann. § 77-3-701, et seq. include:

- **AM Protection, Inc.**
- **Straight Marketing**
- **Student Loan Financial Assistance, LLC**
- **Thrio Inc.**
- **Crisp Marketing, LLC**
- **Transparent BPO, LLC**
- **Vacation Tour and Travel**
- **Zealous Services, Inc.**

An investigation by the Commission and Office of the Attorney General found these companies have allegedly been calling numerous consumers whose numbers are on the Mississippi Do Not Call Registry. The eight companies represent 180 complaints. The Office of the Attorney General sent the NAVs on behalf of the Commission. The NAVs allow companies an informal opportunity to resolve the alleged violations before further litigation. If the company is found guilty of the violation, they are subject to a civil penalty of \$10,000 for each violation.

“So far this year, Mississippi consumers have filed 13,090 complaints to our No Call Specialists in the Central District,” Commissioner Bailey said. “Our efforts are strengthened when you report these calls, giving us ammunition to go after these companies as we continue our fight with support of the Attorney General’s team, specifically Special Assistant Attorney General James Rankin. Last week, we sent out a [newsletter](#) educating consumers about the technologies and tools needed to stop these calls, how to register for the No Call list, and how to report illegal telemarketers.”

Businesses and residents may register for the No Call program via mail, using the Mississippi No Call App, calling the toll free number 1-86NOCALLMS (1-866-622-5567) or by visiting the home page of the No Call program: <https://www.psc.ms.gov/nocall/home>. Should you receive an illegal telemarketing or fraudulent scam call or text message, you can file a complaint via <https://www.psc.state.ms.us/NoCallV2/complaint.aspx> or by using the app.

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