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to Executive Director

RESOLUTION NO. T-11036

EVALUATION AND COMPLIANCE  
DIVISION

DATE: May 7, 1986

RESOLUTION\_\_\_\_\_  
Director\_\_\_\_\_  
Numerical File\_\_\_\_\_  
Alphabetical File\_\_\_\_\_  
Accounting Officer

SUBJECT: Pacific Bell. Order authorizing on less than statutory notice the withdrawal of the renting of residential customer listings from the tariff covering Customer Marketing Products, List Rental Service. Resolution No. T-11036.

WHEREAS: PACIFIC BELL, by Advice Letter No. 15077 filed, April 15, 1986, requests authority under Section 454 of the Public Utilities Code to make effective the following tariff revisions:

The renting of lists of its customer's names, addresses and telephone numbers to companies wishing to conduct marketing research, database reconciliation, direct mailing or tele-marketing campaigns be limited to Pacific's business customers and exclude residence customers.

On February 13, 1986, Pacific filed Advice Letter No. 15049 which became effective March 16, 1986. It authorized Pacific to rent lists of their customer's names, addresses and telephone numbers to companies wishing to conduct marketing research, database reconciliation, direct mailing or telemarketing campaigns. Due to the substantial number of complaints from Pacific's residential customers, Pacific was requested to delay the offering of this service until the Commission could make a decision on whether to open an Order Instituting Investigation (OII). On April 11, 1986, Pacific notified the Commission that it would voluntarily withdraw the residence listing service portion of its List Rental Service.

As previously agreed Pacific will track expenses and revenues associated with this revised offering and report the results to the Commission by January 1, 1987 and for as many years afterward as requested.

Because this filing restricts an already effective tariff and it is in the public interest, Pacific requests this revision to become effective on less than statutory notice. Therefore, good cause appearing,

IT IS ORDERED that:

(1) Authority is granted to make the above revisions effective on May 8, 1986.

(2) Schedule Cal. P.U.C. No. A12, 2nd Revised Sheet 2 shall be marked to show that such sheet was authorized by Resolution of the Public Utilities Commission of the State of California No. T-11036.

The effective date of this Resolution is today.

I hereby certify that the foregoing Resolution was duly introduced, passed and adopted at a regular meeting of the Public Utilities Commission of the State of California, held on May 7, 1986, the following Commissioners voting favorably thereon:

*Howard A. ...*  
Acting Executive Director

DONALD VIAL  
President  
VICTOR CALVO  
PRISCILLA C. GREW  
FREDERICK R. DUDA  
STANLEY W. HULETT  
Commissioners