



On November 30, 2021, new rules addressing debt collection communications took effect from the Consumer Financial Protection Bureau (CFPB), interpreting and clarifying the Fair Debt Collection Practices Act (FDCPA) under Regulation F.

The CFPB rules address SMS and email, specifying that debt collectors must include explicit opt-out messaging in electronic communications to customers about the collection of a debt. It's important that you ensure you have the right technology in place to make compliance a top priority.

At LiveVox, we offer an advanced Consent Management tool as part of our Unified CRM solution, which embeds consent management functionality across all interactions at each step of the customer journey—SMS, email, even chat and agent phone calls. Read on to find out how Consent Management directly helps to address the challenges brought on by the CFPB setting rules around explicit opt-outs in electronic communications.

CFPB Rule:

Text and Email Opt-Outs

“A debt collector who communicates or attempts to communicate with a consumer electronically in connection with the collection of a debt using a specific email address, telephone number for text messages, or other electronic-medium address must include in such communication or attempt to communicate a clear and conspicuous statement describing a **reasonable and simple method by which the consumer can opt out** of further electronic communications or attempts to communicate by the debt collector to that address or telephone number.”

p. 571¹

LiveVox's Consent Management: Tools to Address the CFPB's Regulation F



CFPB Rule:

Exceptions to Outbound Calling Attempt Frequency Limits

The CFPB rules limits calling attempts to a customer to seven in a seven-day period about a particular debt. However, there are a few notable exceptions:

“Telephone calls placed to a person do not count toward the telephone call frequencies...if they are:

- (i) Placed with such person’s prior consent given directly to the debt collector and within a period no longer than seven consecutive days after receiving the prior consent, with the date the debt collector receives prior consent counting as the first day of the seven-consecutive-day period...”

p. 574¹



Solution:

Easy, Integrated Multichannel Consent Management

Under the CFPB’s Regulation F, capturing and refreshing consent needs to be a part of every customer contact. But with so many texts, emails, live chats, and phone calls going on, how do you manage all those interactions while also making CFPB compliance a top priority? The answer is a robust Consent Management tool like the one we offer at LiveVox.

Per Reg. F, customer contacts will require a 7-day standstill period. LiveVox’s Consent Management tool, powered by our U-CRM solution, helps your contact center easily capture, refresh, and track customer opt-ins and opt-outs across an omnichannel environment. So you can safely empower your agents to capture consent and initiate cross-channel customer engagement. All within a single pane of glass view.

LiveVox makes it easier with unified profiles—embedding customer preferences into all campaigns so your agents can update account records when consent or preferences change. With our Consent Management tool, you can always meet customers on their channel of choice with consent top of mind. Consider this the perfect opportunity to promote your non-voice channels when sending disclosures to customers.

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Make sure you have the right technology in place to manage customer consent—and that it's working effectively—otherwise you could put your entire operation at risk of running afoul of Reg F.

LiveVox's Consent Management tool powered by U-CRM is a powerful CFPB-focused solution—one that empowers your agents to capture, refresh, and adhere to customer preferences during every interaction, across every channel.

The screenshot displays the U-CRM interface. At the top, there are tabs for 'Member Detail', 'Directory', 'Activity History', 'Actions Que', 'Tickets', and 'Web'. Below these, the 'Email Address' section shows a field with 'mfindley@livevox.com' and buttons for 'Edit' and 'Consent'. A mouse cursor is hovering over a mail icon. The 'Phone Numbers' section features a table with columns for 'Label', 'Phone Number', 'Edit', 'Block Permanent', 'Block Daily', 'Consent Call', 'Consent SMS', and 'Call Att'. The table contains four rows of phone numbers with corresponding consent checkboxes.

	Label	Phone Number	Edit	Block Permanent	Block Daily	Consent Call	Consent SMS	Call Att
1	Phone 1	480-766-9039		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2	Phone 2	763-772-2915		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
3	Phone 3	470-755-0085		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4	Phone 4			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Simplify how you track and manage consent and customer preferences across an omnichannel environment.

KEY BENEFITS

- **Embedded consent management** on the agent desktop
- **SMS & email templates** with mandated opt-out links
- All outreach engagement (mass and individual interactions) **adhere to customer consent flags**
- Enable targeted **channel of choice engagement** strategies
- **Track channel consent** from initial to final communication
- Real-time unsubscribe **account-level consent updates**

¹ https://files.consumerfinance.gov/f/documents/cfpb_debt-collection_final-rule_2020-10.pdf

Get the right technology in place to optimize your compliance management for the CFPB's Reg. F and other rules and guidelines. Contact us for a demo of our Consent Management tool. Our operational and business consulting experts are here to help.