

## VPS Consulting Memo

# Broadband Label Compliance Dates

## COMPLIANCE DATES FOR RULES IMPLEMENTING INFRASTRUCTURE INVESTMENT AND JOBS ACT ANNOUNCED.

The Federal Communications Commission (FCC or Commission) announced compliance dates for the **Broadband Label Order**. The rules require Broadband Internet Access Service (BIAS) providers to display, at the point of sale, labels that disclose certain information about broadband prices, introductory rates, data allowances, broadband speeds, links to information about their network management practices and privacy policies, and the Commission's Affordable Connectivity Program (ACP).

## Compliance Dates

The following is required for BIAS **providers with 100,000 or fewer subscriber lines by October 10, 2024**:

- 1) Create and display an accurate broadband consumer label for each stand-alone BIAS it currently offers for purchase;<sup>1</sup>
- 2) Display the label at each point of sale;<sup>2</sup>
- 3) Display the label on the BIAS provider's website in a machine-readable format, provide the information in any label separately in a spreadsheet file format on its website via a dedicated uniform resource locator (URL) that contains all its labels, and publicize the URL with the label data in the transparency disclosures;<sup>3</sup>
- 4) Provide the language in English and in any other languages in which the BIAS provider markets its services in the United States;<sup>4</sup>
- 5) Retain archived labels for 2 years after removal;<sup>5</sup>

<sup>1</sup> See 47 C.F.R. § 8.1(a)(1).

<sup>2</sup> See 47 C.F.R. § 8.1(a)(2).

<sup>3</sup> See 47 C.F.R. § 8.1(a)(3).

<sup>4</sup> See 47 C.F.R. § 8.1(a)(4).

<sup>5</sup> See 47 C.F.R. § 8.1(a)(5).

6) Comply with both the transparency rule and the label requirements.<sup>6</sup>

For BIAS providers with **greater than 100,000 subscribers**, all these same requirements are due at an earlier date of **April 10, 2024**, except that the following two items will not be required until the later date of **October 10, 2024**:

- 1) The making of labels accessible in online account portals; and
- 2) The requirement to display the label on the BIAS provider's website in a machine-readable format.<sup>7</sup>

## Additional Information

For additional information, including assistance in creating the labels or answering any questions, please contact the Vantage Point Solutions Consulting Team:

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<sup>6</sup> See 47 C.F.R. § 8.1(a)(6).

<sup>7</sup> <https://docs.fcc.gov/public/attachments/DA-23-943A1.pdf>

