**Section 512.150 Direct Mail**

a) If an AGS Sales Agent contacts customers for enrollment for natural gas supply service by direct mail, the direct mail material shall include all the disclosures required in Sections 512.110(a), (b) and (n) for the service being solicited.

b) Statements in any direct mail material shall not claim that the AGS sales agent represents, is endorsed by, or is acting on behalf of, a utility or a utility program, a consumer group or consumer group program, unless the AGS is, through the consumer group, offering services at prices, terms and conditions that are available solely to members of that organization, or a governmental body or program of a governmental body and shall not utilize false, misleading, materially inaccurate or otherwise deceptive language.

c) If a direct mail solicitation includes a written Letter of Agency ("LOA"), the direct mail solicitation shall include the items listed in Section 512.110(a) and (c) through (n) and also the UDS described in Section 512.115. The UDS shall be provided on a separate page from the other marketing materials included in the direct mail solicitation. If a written LOA is being used to authorize a customer's enrollment, the written LOA shall comply with Section 19-115(c)(1)(E) of the Public Utilities Act and shall contain a statement that the customer has read and understood each of the disclosures required by Section 512.110(a), (c), and (e) through (m). The LOA to be signed and returned to the AGS shall be separate from the documents containing the Section 512.110 disclosures and from the UDS, such that they can remain with the customer.

d) If the direct mail solicitation allows a customer to enroll by telephone, and the customer elects to do so, Section 512.140 shall apply. If the direct mail solicitation allows a customer to enroll online, and the customer elects to do so, Section 512.160 shall apply.

e) A copy of the contract must be sent to the customer within one business day after the natural gas utility's confirmation to the AGS of an accepted enrollment.