**20:10:34:10.  Notification of increase in rates.** Prior to changing any rate, term, or condition of service, a telecommunications company shall notify the subscriber of the change, at least 30 days in advance, if it is a materially adverse change. A materially adverse change is a change which increases a rate or which modifies a term or condition of service making it more burdensome on the customer as determined from the perspective of a reasonable person in the average customer's position. Written notification of a materially adverse change shall be provided individually to each customer who receives a bill issued by the company.

**Source:** 25 SDR 89, effective December 27, 1998; 25 SDR 167, effective July 1, 1999; 34 SDR 67, effective September 11, 2007.

**General Authority:** SDCL 49-31-77, 49-31-85, 49-31-89.

**Law Implemented:** SDCL 49-31-3, 49-31-12.8, 49-31-77, 49-31-85, 49-31-89.