

HB0029S01 compared with HB0029

{Omitted text} shows text that was in HB0029 but was omitted in HB0029S01
inserted text shows text that was not in HB0029 but was inserted into HB0029S01

DISCLAIMER: This document is provided to assist you in your comparison of the two bills. Sometimes this automated comparison will NOT be completely accurate. Therefore, you need to read the actual bills. This automatically generated document could contain inaccuracies caused by: limitations of the compare program; bad input data; or other causes.

1

Unfair and Deceptive Pricing Amendments
2026 GENERAL SESSION
STATE OF UTAH
Chief Sponsor: Tyler Clancy
Senate Sponsor:Evan J. Vickers

LONG TITLE

General Description:

This bill modifies provisions relating to unfair and deceptive pricing.

Highlighted Provisions:

This bill:

- defines terms;
- prohibits hidden fees by requiring the clear and conspicuous disclosure of the total price in an **{offer}** advertisement or an **{advertisement}** offer for a product;
- directs the Division of Consumer Protection to administer and enforce the chapter; and
- grants the Division of Consumer Protection the power to impose a fine and seek court relief.

Money Appropriated in this Bill:

None

Other Special Clauses:

This bill provides a special effective date.

Utah Code Sections Affected:

AMENDS:

HB0029 compared with HB0029S01

20 **13-2-1 (Effective 07/01/26) (Superseded 07/01/26), as last amended by Laws of Utah 2025,
21 Chapters 51, 181, 237, and 269**

23 **{13-2-1, as last amended by Laws of Utah 2025, Chapter 468}**

22 ENACTS:

23 **13-82-101 (Effective 07/01/26)**, Utah Code Annotated 1953

24 **13-82-102 (Effective 07/01/26)**, Utah Code Annotated 1953

25 **13-82-103 (Effective 07/01/26)**, Utah Code Annotated 1953

26 **13-82-104 (Effective 07/01/26), Utah Code Annotated 1953**

27 *Be it enacted by the Legislature of the state of Utah:*

28 Section 1. Section 13-2-1 is amended to read:

29 **13-2-1. Consumer protection division established -- Functions.**

30 (1) There is established within the Department of Commerce the Division of Consumer Protection.

31 (2) The division shall administer and enforce the following:

32 (a) Chapter 10a, Music Licensing Practices Act;

33 (b) Chapter 11, Utah Consumer Sales Practices Act;

34 (c) Chapter 15, Business Opportunity Disclosure Act;

35 (d) Chapter 20, New Motor Vehicle Warranties Act;

36 (e) Chapter 21, Credit Services Organizations Act;

37 (f) Chapter 22, Charitable Solicitations Act;

38 (g) Chapter 23, Health Spa Services Protection Act;

39 (h) Chapter 25a, Telephone and Facsimile Solicitation Act;

40 (i) Chapter 26, Telephone Fraud Prevention Act;

41 (j) Chapter 28, Prize Notices Regulation Act;

42 (k) Chapter 32a, Pawnshop, Secondhand Merchandise, and Catalytic Converter Transaction Information
43 Act;

44 (l) Chapter 34, Utah Postsecondary School and State Authorization Act;

45 (m) Chapter 41, Price Controls During Emergencies Act;

46 (n) Chapter 42, Uniform Debt-Management Services Act;

47 (o) Chapter 49, Immigration Consultants Registration Act;

48 (p) Chapter 51, Transportation Network Company Registration Act;

HB0029 compared with HB0029S01

52 (q) Chapter 52, Residential Solar Energy Consumer Protection Act;

53 (r) Chapter 53, Residential, Vocational [or] and Life Skills Program Act;

54 (s) Chapter 54, Ticket Website Sales Act;

55 (t) Chapter 56, Ticket Transferability Act;

56 (u) Chapter 57, Maintenance Funding Practices Act;

57 (v) Chapter 61, Utah Consumer Privacy Act;

58 (w) Chapter 64, Vehicle Value Protection Agreement Act;

59 (x) Chapter 65, Utah Commercial Email Act;

60 (y) Chapter 67, Online Dating Safety Act;

61 (z) Chapter 68, Lawyer Referral Consultants Registration Act;

62 (aa) Chapter 70, Automatic Renewal Contracts Act;

63 (bb) Chapter 71, Utah Minor Protection in Social Media Act;

64 (cc) Chapter 72a, Artificial Intelligence Applications Relating to Mental Health; and

65 (dd) Chapter 78, Earned Wage Access Services Act[.] ; and

66 (ee) Chapter 82, Unfair and Deceptive Pricing Act.

67 (3) In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the division may make rules to establish:

69 (a) a public list that identifies a person that:

70 (i) violates a chapter described in Subsection (2);

71 (ii) without proper legal justification, fails to comply with an order, subpoena, judgment, or other legal process issued by:

73 (A) the division; or

74 (B) a court [of competent] with jurisdiction; or

75 (iii) breaches a settlement agreement, stipulation, assurance of voluntary compliance, or similar instrument signed by the person and the division; and

77 (b) a process by which a person may be removed from the list the division establishes as described in Subsection (3)(a).

30 {Section 1. Section 13-2-1 is amended to read: }

13-2-1. Consumer protection division established -- Functions.

32 (1) There is established within the Department of Commerce the Division of Consumer Protection.

34 (2) The division shall administer and enforce the following:

HB0029 compared with HB0029S01

35 (a) Chapter 10a, Music Licensing Practices Act;

36 (b) Chapter 11, Utah Consumer Sales Practices Act;

37 (c) Chapter 15, Business Opportunity Disclosure Act;

38 (d) Chapter 20, New Motor Vehicle Warranties Act;

39 (e) Chapter 21, Credit Services Organizations Act;

40 (f) Chapter 22, Charitable Solicitations Act;

41 (g) Chapter 23, Health Spa Services Protection Act;

42 (h) Chapter 25a, Telephone and Facsimile Solicitation Act;

43 (i) Chapter 26, Telephone Fraud Prevention Act;

44 (j) Chapter 28, Prize Notices Regulation Act;

45 (k) Chapter 32a, Pawnshop, Secondhand Merchandise, and Catalytic Converter Transaction Information Act;

47 (l) Chapter 34, Utah Postsecondary School and State Authorization Act;

48 (m) Chapter 41, Price Controls During Emergencies Act;

49 (n) Chapter 42, Uniform Debt-Management Services Act;

50 (o) Chapter 49, Immigration Consultants Registration Act;

51 (p) Chapter 51, Transportation Network Company Registration Act;

52 (q) Chapter 52, Residential Solar Energy Consumer Protection Act;

53 (r) Chapter 53, Residential, Vocational or Life Skills Program Act;

54 (s) Chapter 54, Ticket Website Sales Act;

55 (t) Chapter 56, Ticket Transferability Act;

56 (u) Chapter 57, Maintenance Funding Practices Act;

57 (v) Chapter 61, Utah Consumer Privacy Act;

58 (w) Chapter 64, Vehicle Value Protection Agreement Act;

59 (x) Chapter 65, Utah Commercial Email Act;

60 (y) Chapter 67, Online Dating Safety Act;

61 (z) Chapter 68, Lawyer Referral Consultants Registration Act;

62 (aa) Chapter 70, Automatic Renewal Contracts Act;

63 (bb) Chapter 71, Utah Minor Protection in Social Media Act;

64 (cc) Chapter 72a, Artificial Intelligence Applications Relating to Mental Health;

65 (dd) Chapter 78, Earned Wage Access Services Act;[and]

HB0029 compared with HB0029S01

66 (ee) Chapter 81, Utah Digital Choice Act[.] ; and

67 (ff) Chapter 82, Unfair and Deceptive Pricing Act.

68 (3) In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the division may
make rules to establish:

70 (a) a public list that identifies a person that:

71 (i) violates a chapter described in Subsection (2);

72 (ii) without proper legal justification, fails to comply with an order, subpoena, judgment, or other legal
process issued by:

74 (A) the division; or

75 (B) a court [of competent] with jurisdiction; or

76 (iii) breaches a settlement agreement, stipulation, assurance of voluntary compliance, or similar
instrument signed by the person and the division; and

78 (b) a process by which a person may be removed from the list the division establishes as described in
Subsection (3)(a).

79 Section 2. Section 2 is enacted to read:

82 **13-82-101. (Effective 07/01/26)Definitions.**

82. Unfair and Deceptive Pricing Act

1. General Provisions

As used in this chapter:

85 (1) "Clearly and conspicuously" means the same as that term is defined in the Code of Federal
Regulations, Title 16, Chapter I, Subchapter D, Rule on Unfair or Deceptive Fees, Part 464.

88 (2) "Consumer" means an individual who enters into a consumer transaction.

89 (3) "Consumer transaction" means the same as that term is defined in Section 13-11-3.

90 (4) "Final price" means the total price and any:

91 (a) government charge; and

92 (b) shipping charge.

93 (5) "Government charge" means a fee that a government entity {mandates} imposes on a productand
includes a tax.

94 (6)

(a) "Mandatory ancillary charge" means a fee that a {supplier} person requires a consumer to pay to
purchase a product.

HB0029 compared with HB0029S01

96 (b) "Mandatory ancillary charge" includes a fee that a person requires based on the form of payment
that the consumer uses.

96 (b){(c)} "Mandatory ancillary charge" does not include {a fee for a utility.} :

99 (i) a fee for a utility;

100 (ii) a finance charge, a penalty, or interest, calculated as a percentage or fixed sum, for contractual non-
compliance; or

102 (iii) a mandatory gratuity charge as a percentage of the total price of a consumer transaction if the
mandatory gratuity charge is clearly and conspicuously disclosed before the consumer engages in
the consumer transaction.

97 (7) "Pricing information" means information about the charges for a product.

98 (8) "Product" means a good, a service, a tangible property, or an intangible property that is the subject
of a consumer transaction.

100 (9) "Shipping charge" means a fee {a supplier} that a person charges to send a product to a consumer.

101 {(10) {"Supplier" means the same as that term is defined in Section 13-11-3.}}

102 (11){(10)} "Total price" means the total amount a consumer pays {a supplier} to a person for a product
{and} , including any mandatory ancillary charge.

104 (12){(11)}

106 (a) "Utility" means a service a third party provides to a consumer who rents from a {supplier} person
and that the Division of Public Utilities regulates.

107 (b) "Utility" does not include:

108 (i) a service that a {supplier} person charging rent includes in the rent amount; or

108 (ii) a service that a {supplier} person charging rent controls.

116 Section 3. Section 3 is enacted to read:

117 **13-82-102. (Effective 07/01/26)Hidden fees prohibited.**

111 (1) A {supplier} person shall clearly and conspicuously disclose the total price when {offering,
displaying} , in the course of the person's business, vocation, or {advertising the price of}
occupation, the person advertises, displays, or offers a price for} a product.

113 (2) If a {supplier} person displays the final price for a transaction in an offer, a display, or an
advertisement, the {supplier} person shall disclose the final price more prominently than any other
pricing information.

116 (3)

HB0029 compared with HB0029S01

(a) A {supplier} person may not misrepresent the purpose or the amount of a mandatory ancillary charge.

118 (b) A {supplier} person may not inflate a government charge, a shipping charge, or a charge the {supplier} person otherwise incurs.

128 Section 4. Section 4 is enacted to read:

129 **13-82-103. (Effective 07/01/26) {Administration and enforcement -- Powers -- Legal counsel -- Fees} Exemptions.**

122 {① {The division shall administer and enforce the provisions of this chapter in accordance with Chapter 2, Division of Consumer Protection.}}

124 {② {The division may request the attorney general to provide legal advice to, and to act as counsel for, the division in the exercise of the division's responsibilities under this chapter.}}

127 {③ }

{④ {In addition to the division's enforcement powers under Chapter 2, Division of Consumer Protection.}}

{⑤ {the division director may issue an order imposing an administrative fine of up to \$2,500 for each violation of this chapter; and}}

{⑥ {the division may bring an action in a court with jurisdiction to enforce a provision of this chapter.}}

133 {⑦ {In a court action the division brings to enforce a provision of this chapter, the court may, in addition to any other remedies the court awards, issue an order:}}

{⑧ {declaring that an act or practice violates a provision of this chapter;}}

{⑨ {issuing an injunction for a violation of this chapter;}}

{⑩ {disgorging the money received in violation of this chapter;}}

130 (1) This chapter does not apply to a person that provides broadband internet access service, as defined in 47 C.F.R. Sec. 8.1(b), as a stand-alone service or as a part of a bundle, if the person complies with:

138 {⑪ {directing payment of disgorged money to an injured} the broadband consumer label requirements described in 47 C.F.R. Sec. 8.1(a); {or} and}

139 {⑫ {imposing a fine of up to \$2,500 for each violation of this chapter.}}

140 {⑬ {If a court with jurisdiction grants judgment or injunctive relief to the division, the court shall award the division:}}

HB0029 compared with HB0029S01

142 {~~(a) {reasonable attorney fees;}~~} }

143 {~~(b) {court fees; and}~~} }

144 {~~(e) {investigative fees.}~~} }

145 {~~(5)~~} }

146 {~~(a) {In addition to fines described in Subsection (3), the division may impose a civil penalty of up to \$5,000 for each violation of an administrative order or a court order issued for a violation of this chapter.}~~} }

147 {~~(b) {The division may impose a civil penalty authorized under this section through a civil action.}~~} }

148 {~~(6) {The division shall deposit money received for the payment of a fine or civil penalty imposed under this section into the Consumer Protection Education and Training Fund created in Section 13-2-8.}~~} }

149 (b) the disclosure requirements described in 47 C.F.R. Sec. 64.2401, or 47 C.F.R. Sec. 76.310.

150 (2) This chapter does not apply to a financial institution or an affiliate of a financial institution governed by Title V of the Gramm-Leach-Bliley Act, 15 U.S.C. Sec. 6801 et seq.

151 (3) This chapter does not apply to a person with express preemption under federal law.

152 Section 5. Section 5 is enacted to read:

153 **13-82-104. Administration and enforcement -- Powers -- Legal counsel -- Fees.**

154 (1) The division shall administer and enforce the provisions of this chapter in accordance with Chapter 2, Division of Consumer Protection.

155 (2) (a) In addition to the division's enforcement powers under Chapter 2, Division of Consumer Protection:
156 (i) the division director may issue an order imposing an administrative fine of up to \$2,500 for each violation of this chapter; and
157 (ii) the division may bring an action in a court with jurisdiction to enforce a provision of this chapter.

158 (b) In a court action the division brings to enforce a provision of this chapter, the court may, in addition to any other remedies the court awards, issue an order:
159 (i) declaring that an act or practice violates a provision of this chapter;
160 (ii) issuing an injunction for a violation of this chapter;
161 (iii) disgorging the money received in violation of this chapter;
162 (iv) directing payment of disgorged money to an injured consumer; or

HB0029 compared with HB0029S01

157 (v) imposing a fine of up to \$2,500 for each violation of this chapter.

158 (3) If a court with jurisdiction grants judgment or injunctive relief to the division, the court shall award
the division:

160 (a) reasonable attorney fees;

161 (b) court fees; and

162 (c) investigative fees.

163 (4)

166 (a) In addition to fines described in Subsection (2), the division may impose a civil penalty of up to
\$5,000 for each violation of an administrative order or a court order issued for a violation of this
chapter.

168 (b) The division may impose a civil penalty authorized under this section through a civil action.

168 (5) The division shall deposit money received for the payment of a fine or civil penalty imposed under
this section into the Consumer Protection Education and Training Fund created in Section 13-2-8.

171 (6) Nothing in this chapter shall displace any other available remedies or rights authorized by the laws
of this state or the United States.

173 Section 6. **Effective date.**

Effective Date.

This bill takes effect on July 1, 2026.

2-2-26 9:44 AM