**Consumer Protection Amendments** 

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## 2025 GENERAL SESSION STATE OF UTAH

	Chief Sponsor:
2	LONG TITLE
4	General Description:
5	This bill amends provisions relating to consumer protection.
6	Highlighted Provisions:
7	This bill:
8	<ul> <li>describes the award a court must issue when granting a judgment in favor of the</li> </ul>
9	Division of Consumer Protection (division);
10	<ul> <li>clarifies what constitutes a deceptive and unconscionable sales practice;</li> </ul>
11	<ul><li>clarifies the division's rulemaking and investigatory authority;</li></ul>
12	<ul> <li>allows the division to request that a court order disgorgement of money under certain</li> </ul>
13	circumstances;
14	<ul><li>clarifies the factors a court considers when issuing a fine;</li></ul>
15	<ul> <li>clarifies that a government agency may bring an enforcement action for defective</li> </ul>
16	construction; and
17	<ul><li>makes technical and conforming changes.</li></ul>
18	Money Appropriated in this Bill:
19	None
20	Other Special Clauses:
21	None
22	<b>Utah Code Sections Affected:</b>
23	AMENDS:
24	13-2-6 (Effective 05/07/25), as last amended by Laws of Utah 2024, Chapter 102
25	13-11-2 (Effective 05/07/25), as enacted by Laws of Utah 1973, Chapter 188
26	13-11-3 (Effective 05/07/25), as last amended by Laws of Utah 2004, Chapter 55
27	13-11-4 (Effective 05/07/25), as last amended by Laws of Utah 2024, Chapters 102, 186
28	13-11-5 (Effective 05/07/25), as enacted by Laws of Utah 1973, Chapter 188
29	13-11-6 (Effective 05/07/25), as last amended by Laws of Utah 2024, Chapter 158
30	13-11-7 (Effective 05/07/25), as last amended by Laws of Utah 2024, Chapter 101
31	13-11-8 (Effective 05/07/25), as enacted by Laws of Utah 1973, Chapter 188

32	<b>13-11-9</b> (Effective 05/07/25), as enacted by Laws of Utah 1973, Chapter 188
33	13-11-16 (Effective 05/07/25), as last amended by Laws of Utah 1997, Chapter 296
34	13-11-17 (Effective 05/07/25), as last amended by Laws of Utah 2018, Chapter 276
35	13-11-18 (Effective 05/07/25), as enacted by Laws of Utah 1973, Chapter 188
36	13-11-19 (Effective 05/07/25), as last amended by Laws of Utah 2018, Chapter 276
37	13-11-20 (Effective 05/07/25), as last amended by Laws of Utah 2010, Chapter 378
38	13-11-21 (Effective 05/07/25), as last amended by Laws of Utah 2024, Chapter 222
39	13-11-22 (Effective 05/07/25), as enacted by Laws of Utah 1973, Chapter 188
40	78B-4-513 (Effective 05/07/25), as enacted by Laws of Utah 2008, Chapter 280
41	REPEALS:
42	13-11-17.5, as enacted by Laws of Utah 1987, Chapter 105
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44	Be it enacted by the Legislature of the state of Utah:
45	Section 1. Section <b>13-2-6</b> is amended to read:
46	13-2-6 (Effective 05/07/25). Enforcement powers.
47	(1) In accordance with Title 63G, Chapter 4, Administrative Procedures Act, the division
48	shall have authority to convene administrative hearings, issue cease and desist orders,
<del>1</del> 9	and impose fines under all the chapters identified in Section 13-2-1.
50	(2) A person who intentionally violates a final cease and desist order entered by the division
51	of which the person has notice is guilty of a third degree felony.
52	(3) If the division has reasonable cause to believe that a person has violated or is violating
53	any chapter listed in Section 13-2-1, the division may promptly issue the alleged violator
54	a citation signed by the division's director or the director's designee.
55	(a) Each citation shall be in writing and shall:
56	(i) set forth with particularity the nature of the violation, including a reference to the
57	statutory or administrative rule provision violated;
58	(ii) state that a request for review of the citation shall be made in writing and be
59	received by the division no more than 20 calendar days after the day on which the
50	division issues the citation;
51	(iii) state the consequences of failing to make a timely request for review; and
52	(iv) state all other information required by Subsection 63G-4-201(2).
63	(b) In computing a time period under this section, the following days may not be
54	included:
65	(i) the day on which the division issues a citation; and

66	(ii) the day on which the division receives a request for review of a citation.
67	(c)(i) Except as provided in Subsection (3)(c)(iii), if the presiding officer finds that
68	there is not substantial evidence that the recipient violated a chapter listed in
69	Section 13-2-1:
70	(A) the citation may not become final; and
71	(B) the division shall immediately vacate the citation and promptly notify the
72	recipient in writing.
73	(ii) Except as provided in Subsection (3)(c)(iv), if the presiding officer finds that
74	there is substantial evidence that the recipient violated a chapter listed in Section
75	13-2-1:
76	(A) the citation shall become final; and
77	(B) the division may enter a cease and desist order against the recipient.
78	(iii) For a citation issued for a violation of Chapter 41, Price Controls During
79	Emergencies Act, if the presiding officer finds that there is not clear and
80	convincing evidence that the recipient violated the chapter:
81	(A) the citation may not become final; and
82	(B) the division shall immediately vacate the citation and promptly notify the
83	recipient in writing.
84	(iv) For a citation issued for a violation of Chapter 41, Price Controls During
85	Emergencies Act, if the presiding officer finds that there is clear and convincing
86	evidence that the recipient violated the chapter:
87	(A) the citation shall become final; and
88	(B) the division may enter a cease and desist order against the recipient.
89	(d)(i) A citation issued under this chapter may be personally served upon a person
90	upon whom a summons may be served in accordance with the Utah Rules of Civil
91	Procedure.
92	(ii) A citation also may be served by first-class mail, postage prepaid.
93	(e)(i) If the recipient fails to make a request for review within 20 calendar days after
94	the day on which the division issues the citation, the citation shall become the
95	final order of the division.
96	(ii) The period to contest the citation may be extended by the director for good cause
97	shown.
98	(f) If the chapter violated allows for an administrative fine, after a citation becomes

final, the director may impose the administrative fine.

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100	(4)(a) A person who has violated, is violating, or has attempted to violate a chapter
101	identified in Section 13-2-1 is subject to the division's jurisdiction if:
102	(i) the violation or attempted violation is committed wholly or partly within the state;
103	(ii) conduct committed outside the state constitutes an attempt to commit a violation
104	within the state; or
105	(iii) transactional resources located within the state are used by the offender to
106	directly or indirectly facilitate a violation or attempted violation.
107	(b) As used in this section, "transactional resources" means:
108	(i) a mail drop or mail box, regardless of whether the mail drop or mail box is located
109	on the premises of a United States Post Office;
110	(ii) a telephone or facsimile transmission device;
111	(iii) an Internet connection by a resident or inhabitant of this state with a resident- or
112	nonresident-maintained Internet site;
113	(iv) a business office or private residence used for a business-related purpose;
114	(v) an account with or services of a financial institution;
115	(vi) the services of a common or private carrier; or
116	(vii) the use of a city, county, or state asset or facility, including a road or highway.
117	(5) The director or the director's designee, for the purposes outlined in a chapter
118	administered by the division, may administer oaths, issue subpoenas, compel the
119	attendance of witnesses, conduct audits, compel sworn responses to written questions, or
120	compel the production of papers, books, accounts, documents, or evidence.
121	(6)(a) An administrative action filed under this chapter or a chapter listed in Section
122	13-2-1 shall be commenced no later than 10 years after the day on which the alleged
123	violation occurs.
124	(b) A civil action filed under this chapter or a chapter listed in Section 13-2-1 shall be
125	commenced no later than five years after the day on which the alleged violation
126	occurs.
127	(c) The provisions of this Subsection (6) control over the provisions of Title 78B,
128	Chapter 2, Statutes of Limitations.
129	(7) When granting a judgment in the division's favor in connection with the division's
130	exercise of any authority described in Section 13-2-5 or 13-2-6, a court shall award:
131	(a) reasonable attorney fees;
132	(b) court costs;
133	(c) costs of investigation; and

134	(d) any other relief the court deems appropriate.
135	Section 2. Section 13-11-2 is amended to read:
136	13-11-2 (Effective 05/07/25). Construction and purposes of act.
137	This act shall be construed liberally to promote the following policies:
138	(1) to simplify, clarify, and modernize the law governing consumer sales practices;
139	(2) to protect consumers from suppliers who commit deceptive and unconscionable sales
140	practices, including by disgorging money or any thing of value obtained in violation of
141	this chapter;
142	(3) to encourage the development of fair consumer sales practices;
143	(4) to make state regulation of consumer sales practices [not inconsistent] consistent with
144	the policies of the Federal Trade Commission Act relating to consumer protection;
145	(5) to make uniform the law, including the administrative rules, with respect to the subject
146	of this [aet] chapter among those states [which] that enact similar laws; and
147	(6) to recognize and protect suppliers [who] that in good faith comply with the provisions of
148	this [act] chapter.
149	Section 3. Section 13-11-3 is amended to read:
150	13-11-3 (Effective 05/07/25). Definitions.
151	As used in this chapter:
152	(1) "Charitable solicitation" means any request directly or indirectly for money, credit,
153	property, financial assistance, or any other thing of value on the plea or representation
154	that it will be used for a charitable purpose. A charitable solicitation may be made in
155	any manner, including:
156	(a) any oral or written request, including a telephone request;
157	(b) the distribution, circulation, or posting of any handbill, written advertisement, or
158	publication; or
159	(c) the sale of, offer or attempt to sell, or request of donations for any book, card,
160	chance, coupon, device, magazine, membership, merchandise, subscription, ticket,
161	flower, flag, button, sticker, ribbon, token, trinket, tag, souvenir, candy, or any other
162	article in connection with which any appeal is made for any charitable purpose, or
163	where the name of any charitable organization or movement is used or referred to as
164	an inducement or reason for making any purchase donation, or where, in connection
165	with any sale or donation, any statement is made that the whole or any part of the
166	proceeds of any sale or donation will go to or be donated to any charitable purpose.

A charitable solicitation is considered complete when made, whether or not the

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168	organization or person making the solicitation receives any contribution or makes any
169	sale.
170	(2)(a) "Consumer transaction" means a sale, lease, assignment, award by chance, or
171	other written or oral transfer or disposition of goods, services, or other property, both
172	tangible and intangible (except securities and insurance) to, or apparently to, a person
173	for:
174	(i) primarily personal, family, or household purposes; or
175	(ii) purposes that relate to a business opportunity that requires:
176	(A) expenditure of money or property by the person described in Subsection (2)(a)
177	and
178	(B) the person described in Subsection (2)(a) to perform personal services on a
179	continuing basis and in which the person described in Subsection (2)(a) has no
180	been previously engaged.
181	(b) "Consumer transaction" includes:
182	(i) any of the following with respect to a transfer or disposition described in
183	Subsection (2)(a):
184	(A) an offer;
185	(B) a solicitation;
186	(C) an agreement; or
187	(D) performance of an agreement; or
188	(ii) a charitable solicitation.
189	(3) ["Enforcing authority"] "Division" means the Division of Consumer Protection.
190	(4) "Final judgment" means a judgment, including any supporting opinion, that determines
191	the rights of the parties and concerning which appellate remedies have been exhausted
192	or the time for appeal has expired.
193	[(5) "Person" means an individual, corporation, government, governmental subdivision or
194	agency, business trust, estate, trust, partnership, association, cooperative, or any other
195	legal entity.]
196	[(6)] (5) "Supplier" means a seller, lessor, assignor, offeror, broker, or other person who
197	regularly solicits, engages in, or enforces consumer transactions, whether or not [he] the
198	person deals directly with the consumer.
199	(6) "Vulnerable adult" means the same as that term is defined in Section 26B-6-201.
200	Section 4. Section 13-11-4 is amended to read:
201	13-11-4 (Effective 05/07/25). Deceptive act or practice by supplier.

202	(1)	[A deceptive act or practice by a supplier in connection with a consumer transaction
203		violates this chapter whether it occurs before, during, or after the transaction] A supplier
204		that engages in a deceptive act or practice in connection with a consumer transaction
205		violates this chapter, whether the deceptive act or practice occurs before, during, or after
206		the transaction.
207	(2)	Without limiting the scope of Subsection (1), a supplier commits a deceptive act or
208		practice if the supplier[knowingly or intentionally]:
209		(a) indicates that the subject of a consumer transaction has sponsorship, approval,
210		performance characteristics, accessories, uses, or benefits, if [it] the subject has not;
211		(b) indicates that the subject of a consumer transaction is of a particular standard,
212		quality, grade, style, or model, if [it] the subject is not;
213		(c) indicates that the subject of a consumer transaction is new, or unused, if [it] the
214		subject is not, or has been used to an extent that is materially different from the fact;
215		(d) indicates that the subject of a consumer transaction is available to the consumer for a
216		reason that does not exist, including any of the following reasons falsely used in an
217		advertisement:
218		(i) "going out of business";
219		(ii) "bankruptcy sale";
220		(iii) "lost our lease";
221		(iv) "building coming down";
222		(v) "forced out of business";
223		(vi) "final days";
224		(vii) "liquidation sale";
225		(viii) "fire sale";
226		(ix) "quitting business"; or
227		(x) an expression similar to any of the expressions in Subsections (2)(d)(i) through
228		(ix);
229		(e) indicates that the subject of a consumer transaction has been supplied in accordance
230		with a previous representation, if [it] the subject has not;
231		(f) indicates that the subject of a consumer transaction will be supplied in greater
232		quantity than the supplier intends;
233		(g) indicates that replacement or repair is needed, if [it] the replacement or repair is not;
234		(h) indicates that a specific price advantage exists, if [it] the specific price advantage
235		does not:

236	(i) indicates that the supplier has a sponsorship, approval, license, certification, or
237	affiliation the supplier does not have;
238	(j)(i) indicates that a consumer transaction involves or does not involve a warranty, a
239	disclaimer of warranties, particular warranty terms, or other rights, remedies, or
240	obligations, if the representation is false; or
241	(ii) fails to honor a warranty or a particular warranty term;
242	(k) indicates that the consumer will receive a rebate, discount, or other benefit as an
243	inducement for entering into a consumer transaction in return for giving the supplier
244	the names of prospective consumers or otherwise helping the supplier to enter into
245	other consumer transactions, if receipt of the benefit is contingent on an event
246	occurring after the consumer enters into the transaction;
247	(1) after receipt of payment for goods or services, fails to ship the goods or furnish the
248	services within the time advertised or otherwise represented or, if no specific time is
249	advertised or represented, fails to ship the goods or furnish the services within 30
250	days, unless within the applicable time period the supplier provides the buyer with
251	the option to:
252	(i) cancel the sales agreement and receive a refund of all previous payments to the
253	supplier if the refund is mailed or delivered to the buyer within 10 business days
254	after the day on which the seller receives written notification from the buyer of the
255	buyer's intent to cancel the sales agreement and receive the refund; or
256	(ii) extend the shipping date to a specific date proposed by the supplier;
257	(m) except as provided in Subsection (3)(b), fails to furnish a notice meeting the
258	requirements of Subsection (3)(a) of the purchaser's right to cancel a direct
259	solicitation sale within three business days of the time of purchase if:
260	(i) the sale is made other than at the supplier's established place of business pursuant
261	to the supplier's personal contact, whether through mail, electronic mail, facsimile
262	transmission, telephone, or any other form of direct solicitation; and
263	(ii) the sale price exceeds \$25;
264	(n) promotes, offers, or grants participation in a pyramid scheme as defined under Title
265	76, Chapter 6a, Pyramid Scheme Act;
266	(o) in connection with a charitable solicitation:
267	(i) falsely indicates that:
268	(A) the supplier is affiliated with a charitable organization;
269	(B) the supplier is an employee, officer, or representative of a public safety

270	agency;
271	(C) the supplier has sponsorship or approval of a given charitable organization;
272	(D) a charitable contribution will be provided to a given charitable organization;
273	(E) providing a charitable contribution has an additional benefit, including a tax
274	benefit; or
275	(F) the recipient of the solicitation has previously contributed to a given charitable
276	organization;
277	(ii) uses a fictitious name or a name the supplier is not authorized to use; or
278	(iii) with intent to deceive:
279	(A) uses a name that is substantially similar to that of another charitable
280	organization; or
281	(B) falsely indicates that a charitable contribution will be used for a particular
282	purpose;
283	(p) if a consumer indicates the consumer's intention of making a claim for a motor
284	vehicle repair against the consumer's motor vehicle insurance policy:
285	(i) commences the repair without first giving the consumer oral and written notice of:
286	(A) the total estimated cost of the repair; and
287	(B) the total dollar amount the consumer is responsible to pay for the repair,
288	which dollar amount may not exceed the applicable deductible or other copay
289	arrangement in the consumer's insurance policy; or
290	(ii) requests or collects from a consumer an amount that exceeds the dollar amount a
291	consumer was initially told the consumer was responsible to pay as an insurance
292	deductible or other copay arrangement for a motor vehicle repair under Subsection
293	(2)(p)(i), even if that amount is less than the full amount the motor vehicle
294	insurance policy requires the insured to pay as a deductible or other copay
295	arrangement, unless:
296	(A) the consumer's insurance company denies that coverage exists for the repair,
297	in which case, the full amount of the repair may be charged and collected from
298	the consumer; or
299	(B) the consumer misstates, before the repair is commenced, the amount of money
300	the insurance policy requires the consumer to pay as a deductible or other
301	copay arrangement, in which case, the supplier may charge and collect from
302	the consumer an amount that does not exceed the amount the insurance policy
303	requires the consumer to pay as a deductible or other copay arrangement;

304	(q) includes in any contract, receipt, or other written documentation of a consumer
305	transaction, or any addendum to any contract, receipt, or other written documentation
306	of a consumer transaction, any confession of judgment or any waiver of any of the
307	rights to which a consumer is entitled under this chapter;
308	(r) charges a consumer for a consumer transaction or a portion of a consumer transaction
309	that has not previously been agreed to by the consumer;
310	(s) solicits or enters into a consumer transaction with [a person] an individual who lacks
311	the mental ability to comprehend the nature and consequences of:
312	(i) the consumer transaction; or
313	(ii) the [person's] individual's ability to benefit from the consumer transaction;
314	(t) solicits for the sale of a product or service by providing a consumer with an
315	unsolicited check or negotiable instrument the presentment or negotiation of which
316	obligates the consumer to purchase a product or service, unless the supplier is:
317	(i) a depository institution under Section 7-1-103;
318	(ii) an affiliate of a depository institution; or
319	(iii) an entity regulated under Title 7, Financial Institutions Act;
320	(u) sends an unsolicited mailing to a person that appears to be a billing, statement, or
321	request for payment for a product or service the person has not ordered or used, or
322	that implies that the mailing requests payment for an ongoing product or service the
323	person has not received or requested;
324	(v) issues a gift certificate, instrument, or other record in exchange for payment to
325	provide the bearer, upon presentation, goods or services in a specified amount
326	without printing in a readable manner on the gift certificate, instrument, packaging,
327	or record any expiration date or information concerning a fee to be charged and
328	deducted from the balance of the gift certificate, instrument, or other record;
329	(w) misrepresents the geographical origin or location of the supplier's business;
330	(x) fails to comply with the restrictions of Section 15-10-201 on automatic renewal
331	provisions;
332	(y) violates Section 13-59-201;
333	(z) fails to comply with the restrictions of Subsection 13-54-202(2); or
334	(aa) states or implies that a registration or application administered or enforced by the
335	division is an endorsement, sanction, or approval by the division or a governmental
336	agency or office.
337	(3)(a) The notice required by Subsection (2)(m) shall:

338	(i) be a conspicuous statement written in dark bold with at least 12-point type on the
339	first page of the purchase documentation; and
340	(ii) read as follows: "YOU, THE BUYER, MAY CANCEL THIS CONTRACT AT
341	ANY TIME PRIOR TO MIDNIGHT OF THE THIRD BUSINESS DAY (or time
342	period reflecting the supplier's cancellation policy but not less than three business
343	days) AFTER THE DATE OF THE TRANSACTION OR RECEIPT OF THE
344	PRODUCT, WHICHEVER IS LATER."
345	(b) A supplier is exempt from the requirements of Subsection (2)(m) if the supplier's
346	cancellation policy:
347	(i) is communicated to the buyer; and
348	(ii) offers greater rights to the buyer than Subsection (2)(m).
349	(4)(a) A gift certificate, instrument, or other record that does not print an expiration date
350	in accordance with Subsection (2)(v) does not expire.
351	(b) A gift certificate, instrument, or other record that does not include printed
352	information concerning a fee to be charged and deducted from the balance of the gift
353	certificate, instrument, or other record is not subject to the charging and deduction of
354	the fee.
355	(c) Subsections (2)(v) and (4)(b) do not apply to a gift certificate, instrument, or other
356	record useable at multiple, unaffiliated sellers of goods or services if an expiration
357	date is printed on the gift certificate, instrument, or other record.
358	Section 5. Section 13-11-5 is amended to read:
359	13-11-5 (Effective 05/07/25). Unconscionable act or practice by supplier.
360	(1) [An-] A supplier that commits an unconscionable act or practice [by a supplier-]in
361	connection with a consumer transaction violates this [act] chapter whether [it] the
362	unconscionable act or practice occurs before, during, or after the transaction.
363	(2)(a) The unconscionability of an act or practice is a question of law for [the] <u>a</u> court
364	with jurisdiction.
365	(b) If it is claimed or appears to the court that an act or practice may be unconscionable,
366	the parties shall be given a reasonable opportunity to present evidence as to [its] the
367	act or practice's setting, purpose, and effect to aid the court in making [its] the court's
368	determination.
369	(3) In determining whether an act or practice is unconscionable, the court shall consider the
370	circumstances [which] that the supplier knew or had reason to know.
371	Section 6. Section 13-11-6 is amended to read:

372	13-11-6 (Effective 05/07/25). Service of process.
373	(1) In addition to any other method provided by rule or statute, personal jurisdiction over a
374	supplier may be acquired in a civil action or proceeding instituted in a court [of this state]
375	with jurisdiction by the service of process as provided in Subsection (3).
376	(2)(a) A supplier that engages in any act or practice in this state governed by this
377	chapter, or engages in a consumer transaction subject to this chapter, may designate
378	an agent upon whom service of process may be made in the state.
379	(b) A <u>supplier shall make a designation of an agent under Subsection (2)(a)[-shall be-]</u> _in
380	writing and [filed] file the designation with the Division of Corporations and
381	Commercial Code.
382	(c) An agent designated under this Subsection (2) shall be a resident of or a corporation
383	authorized to do business in the state.
384	(3)(a) Subject to Subsection (3)(b), process upon a supplier may be served as provided
385	in Section 16-17-301 if:
386	(i) a designation is not made and filed under Subsection (2); or
387	(ii) process cannot be served in the state upon the designated agent.
388	(b) Service upon a supplier is not effective unless the plaintiff promptly mails a copy of
389	the process and pleadings by registered or certified mail to the [defendant] supplier at
390	the [defendant's] supplier's last reasonably ascertainable address.
391	(c) The plaintiff shall file an affidavit of compliance with this section:
392	(i) with the clerk of the court; and
393	(ii) on or before the return day of the process, if any, or within any future time the
394	court allows.
395	Section 7. Section <b>13-11-7</b> is amended to read:
396	13-11-7 (Effective 05/07/25). Duties of division Civil penalty for violation of
397	restraining or injunctive orders.
398	(1) The [enforcing authority] division shall:
399	(a) enforce this chapter throughout the state;
400	(b) cooperate with state and local officials, officials of other states, and officials of the
401	federal government in the administration of comparable statutes;
402	(c) inform consumers and suppliers on a continuing basis of the provisions of this
403	chapter and of acts or practices that violate this chapter[-];
404	(d) receive and act on complaints; and
405	(e) maintain a public file of final judgments rendered under this chapter that have been

406	either reported officially or made available for public dissemination under Subsection
407	(1)(c), final consent judgments, and to the extent the [enforcing authority] division
408	considers appropriate, assurances of voluntary compliance.
409	(2)(a) On motion of the [enforcing authority] division, or on [its] the court's own motion,
410	the court may impose a civil penalty of not more than \$5,000 for each day a
411	temporary restraining order, preliminary injunction, or permanent injunction issued
412	under this chapter is violated, if the supplier received notice of the restraining or
413	injunctive order.
414	(b) Civil penalties imposed under this section shall be paid to the General Fund.
415	Section 8. Section 13-11-8 is amended to read:
416	13-11-8 (Effective 05/07/25). Powers of division.
417	[(1) The enforcing authority ] In addition to the authority described in Sections 13-2-5 and
418	13-2-6, the division may conduct research, hold public hearings, make inquiries, and
419	publish studies relating to consumer sales acts or practices.
420	[(2) The enforcing authority shall adopt substantive rules that prohibit with specificity acts
421	or practices that violate Section 13-11-4 and appropriate procedural rules.]
422	Section 9. Section 13-11-9 is amended to read:
423	13-11-9 (Effective 05/07/25). Rule-making requirements.
424	[(1) In addition to complying with other rule-making requirements imposed by this act, the
425	enforcing authority shall:]
426	[(a) adopt as a rule a description of the organization of his office, stating the general course
427	and method of operation of his office and method whereby the public may obtain
428	information or make submissions or requests;]
429	[(b) adopt rules of practice setting forth the nature and requirements of all formal and
430	informal procedures available, including a description of the forms and instructions used
431	by the enforcing authority of his office; and]
432	[(c) make available for public inspection all rules, written statements of policy, and
433	interpretations formulated, adopted, or used by the enforcing authority in discharging his
434	functions.]
435	[(2) A rule of the enforcing authority is invalid, and may not be invoked by the enforcing
436	authority for any purpose, until it has been made available for public inspection under
437	Subsection (1). This provision does not apply to a person who has knowledge of a rule
438	before engaging in an act or practice that violates this act.]

In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the division shall make

rules that specify acts or practices that violate Subsection 13-11-4(1).

- 439 Section 10. Section 13-11-16 is amended to read:
- 440 13-11-16 (Effective 05/07/25). Investigatory powers of the division.
- 441 (1) If [, by his own inquiries or as a result of complaints, the enforcing authority ] the 442 division has reason to believe that a person has engaged in, is engaging in, or is about to 443 engage in an act or practice that violates this [act] chapter, [he] the division may [ 444 administer oaths and affirmations, subpoena witnesses or matter, and collect evidence]
- 445 investigate and otherwise act in accordance with Sections 13-2-5 and 13-2-6 and other
- 446 provisions of this chapter.
- 447 (2)(a) If the matter that the [enforcing authority] division subpoenas is located outside
- 448 this state, the person subpoenaed may either make [it] the matter available to the [
- 449 enforcing authority division at a convenient location within the state or pay the
- 450 reasonable and necessary expenses for the [enforcing authority] division or [his] the
- 451 division's representative to examine the matter at the place where [it] the matter is
- located.[-] 452
- 453 (b) The [enforcing authority] division may designate representatives, including officials
- 454 of the state in which the matter is located, to inspect the matter on [his] the division's
- 455 behalf, and [he-]may respond to similar requests from officials of other states.
- 456 (3) Upon failure of a person without lawful excuse to obey a subpoena and upon reasonable
- 457 notice to all persons affected, the [enforcing authority] division may apply to the court
- 458 for an order compelling compliance.
- 459 (4) In the event a witness asserts a privilege against self-incrimination, testimony and
- evidence from the witness may be compelled [pursuant to] in accordance with Title 77, 460
- 461 Chapter 22b. Grants of Immunity.
- 462 Section 11. Section 13-11-17 is amended to read:
- 463 13-11-17 (Effective 05/07/25). Actions by the division.
- 464 (1) The [enforcing authority] division may bring an action in a court [of competent] with 465 jurisdiction to:
- 466 (a) obtain a declaratory judgment that an act or practice violates this chapter;
- 467 (b) enjoin, in accordance with the principles of equity, a supplier [who] that has violated, 468 is violating, or is otherwise likely to violate this chapter;
- 469 (c) order disgorgement of money or any thing of value received in violation of this 470 chapter;

471	(d) recover, for each violation, restitution for actual damages, or obtain relief under
472	Subsection (2)(b), on behalf of impacted consumers[-who complained to the
473	enforcing authority within a reasonable time after it instituted proceedings under this
474	ehapter]; and
475	[(d)] (e) obtain a fine in an amount determined after considering the factors in Subsection
476	(6).
477	(2)(a) The [enforcing authority] division may bring a class action on behalf of
478	consumers for the actual damages caused by an act or practice specified as violating
479	this chapter in a rule adopted by the [enforcing authority] division under [Subsection
480	<del>13-11-8(2)</del> ] Section 13-11-9 before the consumer transactions on which the action is
481	based, or declared to violate Section 13-11-4 or 13-11-5 by final judgment of courts
482	of general jurisdiction and appellate courts of this state that was either reported
483	officially or made available for public dissemination under Subsection 13-11-7(1)(c)
484	by the [enforcing authority] division 10 days before the consumer transactions on
485	which the action is based, or, with respect to a supplier who agreed to [it] a consent
486	judgment, was prohibited specifically by the terms of a consent judgment that
487	became final before the consumer transactions on which the action is based.
488	(b)(i) On motion of the [enforcing authority] division and without bond in an action
489	under this Subsection (2), the court may make appropriate orders, including
490	appointment of a master or receiver or sequestration of assets, but only if it
491	appears that the defendant is threatening or is about to remove, conceal, or dispose
492	of the defendant's property to the damage of persons for whom relief is requested.[
493	]
494	(ii) An appropriate order described in Subsection (2)(b)(i) may include an order to:
495	(A) reimburse consumers found to have been damaged;
496	(B) carry out a transaction in accordance with consumers' reasonable expectations;
497	(C) strike or limit the application of unconscionable clauses of contracts to avoid
498	an unconscionable result;
499	(D) impose a fine in an amount determined after considering the factors listed in
500	Subsection (6); or
501	(E) grant other appropriate relief.
502	[(ii)] (iii) The court may assess the expenses of a master or receiver against a supplier.
503	(c) If an act or practice that violates this chapter unjustly enriches a supplier and
504	damages can be computed with reasonable certainty, damages recoverable on behalf

505	of consumers who cannot be located with due diligence shall be transferred to the
506	state treasurer [pursuant to] in accordance with Title 67, Chapter 4a, Revised Uniform
507	Unclaimed Property Act.
508	(d) If a supplier shows by a preponderance of the evidence that a violation of this
509	chapter resulted from a bona fide error notwithstanding the maintenance of
510	procedures reasonably adapted to avoid the error, recovery under this Subsection (2)
511	is limited to the amount, if any, by which the supplier was unjustly enriched by the
512	violation.
513	(3)(a)(i) The [enforcing authority] division may terminate an investigation or an
514	action other than a class action upon acceptance of the supplier's written assurance
515	of voluntary compliance with this chapter.[-]
516	(ii) Acceptance of an assurance may be conditioned on a commitment to reimburse
517	consumers or take other appropriate corrective action.
518	(b)(i) An assurance is not evidence of a prior violation of this chapter.[-]
519	(ii) Unless an assurance has been rescinded by agreement of the parties or voided by
520	a court for good cause, subsequent failure to comply with the terms of an
521	assurance is prima facie evidence of a violation.
522	(4)(a) In addition to other penalties and remedies set out under this chapter, and in
523	addition to [its] the division's other enforcement powers under Chapter 2, Division of
524	Consumer Protection, the division director may issue a cease and desist order and
525	impose an administrative fine of up to \$2,500 for each violation of this chapter.
526	(b) All money received through fines imposed under this section shall be deposited in
527	the Consumer Protection Education and Training Fund created by Section 13-2-8.
528	(5)(a) Within 30 days after agency review or, if appealed to a court with jurisdiction, 30
529	days after judicial review of a final division order imposing an administrative fine,
530	the supplier on whom the fine is imposed shall pay the fine in full.
531	(b) The unpaid amount of a fine is increased by 10%:
532	(i) if the fine has not been paid in full within 60 days after the final division order
533	imposing the fine; and
534	(ii) unless the division waives the 10% increase in a stipulated payment plan.
535	(6) A <u>court shall determine the</u> fine imposed under Subsection [ <del>(1)(d)</del> ] <u>(1)(e)</u> or Subsection [
536	$\frac{(2)(b)(i)(D)}{(2)(b)(i)(D)}$ after considering the following factors:
537	(a) the seriousness, nature, circumstances, extent, and persistence of the conduct
538	constituting the violation, including whether the supplier acted knowingly or

539	intentionally to deceive;
540	(b) the harm to other persons resulting either directly or indirectly from the violation;
541	(c) cooperation by the supplier in an inquiry or investigation conducted by the [
542	enforcing authority] division concerning the violation;
543	(d) efforts by the supplier to prevent occurrences of the violation;
544	(e) efforts by the supplier to mitigate the harm caused by the violation, including a
545	reimbursement made to a consumer injured by the act of the supplier;
546	(f) the history of previous violations by the supplier;
547	(g) the need to deter the supplier or other suppliers from committing the violation in the
548	future;[ <del>-and</del> ]
549	(h) whether the individual harmed by the violation was a vulnerable adult; and
550	[(h)] (i) other matters as justice may require.
551	Section 12. Section 13-11-18 is amended to read:
552	13-11-18 (Effective 05/07/25). Noncompliance by supplier subject to other state
553	supervision Cooperation of division and other official or agency.
554	(1)(a) If the [enforcing authority] division receives a complaint or other information
555	relating to noncompliance with this [act] chapter by a supplier [who] that is subject to
556	other supervision in this state, the [enforcing authority] division shall inform the
557	official or agency having that supervision.[-]
558	(b) The [enforcing authority] division may request information about [suppliers] a supplier
559	from the official or agency.
560	(2)(a) The [enforcing authority] division and any other official or agency in this state
561	having supervisory authority over a supplier shall consult and assist each other in
562	maintaining compliance with this [act] chapter.
563	(b) Within the scope of [their] the division's authority, [they] the division and any other
564	official or agency in this state may jointly or separately make investigations,
565	prosecute suits, and take other official action [they consider] the division considers
566	appropriate.
567	Section 13. Section 13-11-19 is amended to read:
568	13-11-19 (Effective 05/07/25). Actions by consumer.
569	(1) Whether [he] a consumer seeks or is entitled to damages or otherwise has an adequate
570	remedy at law, [a] the consumer may bring an action to:
571	(a) obtain a declaratory judgment that an act or practice violates this chapter; and
572	(b) enjoin, in accordance with the principles of equity, a supplier [who] that has violated,

is violating, or is likely to violate this chapter.

- 574 (2) A consumer who suffers loss as a result of a violation of this chapter may recover, but 575 not in a class action, actual damages or \$2,000, whichever is greater, plus court costs.
  - (3) Whether a consumer seeks or is entitled to recover damages or has an adequate remedy at law, [he] the consumer may bring a class action for declaratory judgment, an injunction, and appropriate ancillary relief against an act or practice that violates this chapter.
  - (4)(a) A consumer who suffers loss as a result of a violation of this chapter may bring a class action for the actual damages caused by an act or practice specified as violating this chapter by a rule adopted by the [enforcing authority] division under [Subsection 13-11-8(2)] Section 13-11-9 before the consumer transactions on which the action is based, or declared to violate Section 13-11-4 or 13-11-5 by a final judgment of the appropriate court or courts of general jurisdiction and appellate courts of this state that was either officially reported or made available for public dissemination under Subsection 13-11-7(1)(c) by the [enforcing authority] division 10 days before the consumer transactions on which the action is based, or with respect to a supplier who agreed to [it] a consent judgment, was prohibited specifically by the terms of a consent judgment [which] that became final before the consumer transactions on which the action is based.
    - (b) If an act or practice that violates this chapter unjustly enriches a supplier and the damages can be computed with reasonable certainty, damages recoverable on behalf of consumers who cannot be located with due diligence shall be transferred to the state treasurer [pursuant to] in accordance with Title 67, Chapter 4a, Revised Uniform Unclaimed Property Act.
    - (c) If a supplier shows by a preponderance of the evidence that a violation of this chapter resulted from a bona fide error notwithstanding the maintenance of procedures reasonably adapted to avoid the error, recovery under this section is limited to the amount, if any, in which the supplier was unjustly enriched by the violation.
    - (5) Except for services performed by the [enforcing authority] division, the court may award to the prevailing party a reasonable attorney's fee limited to the work reasonably performed if:
      - (a) the consumer complaining of the act or practice that violates this chapter has brought or maintained an action [he] the consumer knew to be groundless; or a supplier has committed an act or practice that violates this chapter; and

607	(b) an action under this section has been terminated by a judgment or required by the
608	court to be settled under Subsection 13-11-21(1)(a).
609	(6) Except for consent judgment entered before testimony is taken, a final judgment in
610	favor of the [enforcing authority] division under Section 13-11-17 is admissible as prima
611	facie evidence of the facts on which [it] an action is based in later proceedings under this
612	section against the same person or a person in privity with [him] the person against
613	which the judgment is entered.
614	(7) When a judgment under this section becomes final, the prevailing party shall mail a
615	copy to the [enforcing authority] division for inclusion in the public file maintained
616	under Subsection 13-11-7(1)(e).
617	Section 14. Section 13-11-20 is amended to read:
618	13-11-20 (Effective 05/07/25). Class actions.
619	(1) An action may be maintained as a class action under this act only if:
620	(a) the class is so numerous that joinder of all members is impracticable;
621	(b) there are questions of law or fact common to the class;
622	(c) the claims or defenses of the representative parties are typical of the claims or
623	defenses of the class;
624	(d) the representative parties will fairly and adequately protect the interests of the class;
625	and
626	(e) [either:]
627	(i) the prosecution of separate actions by or against individual members of the class
628	would create a risk of:
629	(A) inconsistent or varying adjudications with respect to individual members of
630	the class which would establish incompatible standards of conduct for the party
631	opposing the class; or
632	(B) adjudications with respect to individual members of the class that would as a
633	practical matter dispose of the interests of the other members not parties to the
634	adjudications or substantially impair or impede their ability to protect [their] the
635	other members' interests;[-or]
636	(ii) the party opposing the class has acted or refused to act on grounds generally
637	applicable to the class, thereby making appropriate final injunctive relief or
638	corresponding declaratory relief with respect to the class as a whole; or
639	(iii) the court finds that the questions of law or fact common to the members of the
640	class predominate over any questions affecting only individual members, and that

641	a class action is superior to other available methods for the fair and efficient
642	adjudication of the controversy.
643	(2) The matters pertinent to the findings under Subsection (1)(e)(iii) include:
644	(a) the interest of members of the class in individually controlling the prosecution or
645	defense of separate actions;
646	(b) the extent and nature of any litigation concerning the controversy already
647	commenced by or against members of the class;
648	(c) the desirability or undesirability of concentrating the litigation of the claims in the
649	particular forum; and
650	(d) the difficulties likely to be encountered in the management of a class action.
651	(3)(a) As soon as practicable after the commencement of an action brought as a class
652	action, the court shall determine by order whether [it] the action is to be so maintained.[
653	1
654	(b) An order under this subsection may be conditional, and [it] the order may be
655	amended before decision on the merits.
656	(4)(a) In a class action maintained under Subsection (1)(e), the court may direct to the
657	members of the class the best notice practicable under the circumstances, including
658	individual notice to each member who can be identified through reasonable effort.
659	(b) The notice shall advise each member that:
660	[(a)] (i) the court will exclude [him] the member from the class, unless [he] the member
661	requests inclusion, by a specified date;
662	[(b)] (ii) the judgment, whether favorable or not, will include all members who
663	request inclusion; and
664	[(e)] (iii) a member who requests inclusion may, if [he] the member desires, enter an
665	appearance through [his-]counsel.
666	(5) When appropriate, an action may be brought or maintained as a class action with respect
667	to particular issues, or a class may be divided into subclasses and each subclass treated
668	as a class.
669	(6) In the conduct of a class action the court may make appropriate orders:
670	(a) determining the course of proceedings or prescribing measures to prevent undue
671	repetition or complication in the presentation of evidence or argument;
672	(b) requiring, for the protection of the members of the class or otherwise for the fair
673	conduct of the action, that notice be given in the manner the court directs to some or
674	all of the members or to the [enforcing authority] division of any step in the action, or

675	of the proposed extent of the judgment, or of the opportunity of members to signify
676	whether [they] the members consider the representation fair and adequate, to
677	intervene and present claims or defenses, or otherwise to come into the action;
678	(c) imposing conditions on the representative parties or on intervenors;
679	(d) requiring that the pleadings be amended to eliminate allegations as to representation
680	of absent persons, and that the action proceed accordingly; or
681	(e) dealing with similar procedural matters.
682	(7)(a) A class action may not be dismissed or compromised without approval of the
683	court.[-]
684	(b) Notice of the proposed dismissal or compromise shall be given to all members of the
685	class as the court directs.
686	(8)(a) The judgment in an action maintained as a class action under Subsection (1)(e)(i)
687	or (ii), whether or not favorable to the class, shall describe those whom the court
688	finds to be members of the class.[-]
689	(b) The judgment in a class action under Subsection (1)(e)(iii), whether or not favorable
690	to the class, shall specify or describe [those] the members to whom the notice
691	provided in Subsection (4) was directed, and who have requested inclusion, and
692	whom the court finds to be members of the class.
693	Section 15. Section 13-11-21 is amended to read:
694	13-11-21 (Effective 05/07/25). Settlement of class action Complaint in class
695	action delivered to enforcing authority.
696	(1)(a)(i)(A) A defendant in a class action may file a written [offer of settlement]
697	settlement offer.[-]
698	(B) If [it] the settlement offer is not accepted within a reasonable time by a
699	plaintiff class representative, the defendant may file an affidavit reciting the
700	rejection.
701	(ii)(A) The court may determine that the settlement offer has enough merit to
702	present to the members of the class.[-]
703	(B) If the court [so determines] determines that the settlement offer merits
704	presenting, the court shall order a hearing to determine whether the settlement
705	offer should be approved.
706	(iii) The court shall provide at least 60 days advance notice of the hearing:
707	(A) to the [enforcing authority] division; and
708	(B) to the extent practicable, to each member who can be identified through

709	reasonable effort.
710	(iv) The notice_described in Subsection (1)(a)(iii) shall specify the terms of the
711	settlement offer and a reasonable period within which members of the class who
712	request [it] to be included in the class are entitled to be included in the class.
713	(v)(A) The statute of limitations for [those who] the members that are excluded [
714	pursuant to] in accordance with this Subsection $[(1)(a)(v)]$ $(1)(a)(v)(A)$ is tolled
715	for the period the class action has been pending, plus an additional year.[-]
716	(B) Within 60 days of receipt of the notice required by this Subsection (1)(a), the
717	enforcing authority] division may intervene in the class action for the limited
718	purpose of objecting to the [offer of settlement] settlement offer.
719	(b)(i) If a member who has previously lost an opportunity to be excluded from the
720	class is excluded at [his] the member's request in response to notice of the
721	settlement offer[of settlement] during the period specified under Subsection
722	(1)(a), [he] the member may not thereafter participate in a class action for damages
723	respecting the same consumer transaction, unless the court later disapproves the
724	settlement offer[of settlement] or approves a settlement materially different from
725	that proposed in the original <u>settlement</u> offer.[-of settlement]
726	(ii) After the expiration of the period of limitations, a member of the class is not
727	entitled to be excluded from [it] the class.
728	(c)(i) If the court later approves the settlement offer[-of settlement], including
729	changes, if any, required by the court in the interest of a just settlement of the
730	action, [it] the court shall enter judgment, which is binding on all persons who are
731	then members of the class.[-]
732	(ii) If the court disapproves the settlement offer or approves a settlement materially
733	different from that proposed in the original settlement offer, notice shall be given
734	to a person who was excluded from the action at [his] the person's request in
735	response to notice of the <u>settlement</u> offer under Subsection (1)(a), and [he] the
736	person is entitled to rejoin the class and, in the case of the approval, participate in
737	the settlement.
738	(2)(a) On the commencement of a class action under Section 13-11-19, the class
739	representative shall mail by certified mail with return receipt requested or personally
740	serve a copy of the complaint on the [enforcing authority] division.[-]
741	(b) Within 180 days after the receipt of a copy of the complaint, but not thereafter, the [
742	enforcing authority] division may intervene in the class action for purposes of

- participation as an interested party in litigation of the class action.
- Section 16. Section 13-11-22 is amended to read:
- 745 13-11-22 (Effective 05/07/25). Exemptions from application of act.
- 746 (1) This act does not apply to:

755

- 747 (a) an act or practice required or specifically permitted by or under <u>state or federal law</u>[;
  748 or by or under <u>state law</u>];
- (b) a publisher, broadcaster, printer, or other person engaged in the dissemination of
   information or the reproduction of printed or pictorial matter so far as the information
   or matter has been disseminated or reproduced on behalf of others without actual
   knowledge that it violated this act;
- 753 (c) claim for personal injury or death or claim for damage to property other than the 754 property that is the subject of the consumer transaction;
  - (d) credit terms of a transaction otherwise subject to this act; or
- 756 (e) any public utility subject to the regulating jurisdiction of the Public Service 757 Commission of the state of Utah.
- 758 (2) A person alleged to have violated this act has the burden of showing the applicability of this section.
- Section 17. Section **78B-4-513** is amended to read:
- 761 **78B-4-513** (Effective 05/07/25). Cause of action for defective construction.
- (1) Except as provided in Subsection (2), an action for defective design or construction is
   limited to breach of the contract, whether written or otherwise, including both express
   and implied warranties.
- 765 (2) An action for defective design or construction may include damage to other property or 766 physical personal injury if the damage or injury is caused by the defective design or 767 construction.
- 768 (3) For purposes of Subsection (2), property damage does not include:
- 769 (a) the failure of construction to function as designed; or
- (b) diminution of the value of the constructed property because of the defective designor construction.
- 772 (4) Except as provided in Subsections (2) and (6), an action for defective design or 773 construction may be brought only by a person in privity of contract with the original 774 contractor, architect, engineer, or [the-]real estate developer.
- 775 (5) If a person in privity of contract sues for defective design or construction under this section, nothing in this section precludes the person from bringing, in the same suit,

777	another cause of action to which the person is entitled based on an intentional or willful
778	breach of a duty existing in law.
779	(6) Nothing in this section precludes[-] :
780	(a) a person from assigning a right under a contract to another person, including to a
781	subsequent owner or a homeowners association[-] ; or
782	(b) a government agency from bringing an enforcement action in accordance with any
783	other statute for matters involving defective construction.
784	Section 18. Repealer.
785	This bill repeals:
786	Section 13-11-17.5, Costs and attorney's fees.
787	Section 19. Effective Date.
788	This bill takes effect on May 7, 2025.