

Effective 1/1/2027

13-72c-301 Enforcement -- Civil liability.

- (1) The Division of Consumer Protection shall administer and enforce the provisions of Part 2, Content Provenance Standards and Requirements in accordance with Chapter 2, Division of Consumer Protection.
- (2) In addition to the division's enforcement powers under Chapter 2, Division of Consumer Protection:
 - (a) the division director may impose an administrative fine of up to \$2,500 for each violation of this chapter; and
 - (b) the division may bring an action in a court of competent jurisdiction to enforce a provision of this chapter.
- (3) In a court action by the division to enforce a provision of this chapter, the court may:
 - (a) declare that an act or practice violates a provision of this chapter;
 - (b) issue an injunction for a violation of this chapter;
 - (c) order disgorgement of money received in violation of this chapter;
 - (d) order payment of disgorged money to an injured purchaser or consumer;
 - (e) impose a fine of up to \$2,500 for each violation of this chapter; or
 - (f) award other relief that the court determines reasonable and necessary.
- (4) If a court awards judgment or injunctive relief to the division, the court shall award the division:
 - (a) reasonable attorney fees;
 - (b) court costs; and
 - (c) investigative fees.
- (5) A court may impose a civil penalty of no more than \$5,000 for each violation of an administrative or court order issued for a violation of this chapter.
- (6) The attorney general may bring a civil action on behalf of the division to collect a civil penalty imposed under this section.
- (7) The division shall deposit all fines and civil penalties collected under this section into the Consumer Protection Education and Training Fund created in Section 13-2-8.
- (8) Nothing in this chapter shall displace any other available remedies or rights authorized under the laws of this state or the United States.

Enacted by Chapter 352, 2026 General Session