

45-3-2 Definitions.

As used in this act:

- (1) "Advertisement" means a notice designed to attract public attention or patronage and includes a list of supporters for a particular cause.
- (2) "Cause the publication" means that a person prepares or requests another to prepare an advertisement of the type described in Subsection 45-3-3(1), and that person submits or requests another to submit the advertisement to a publisher, and the advertisement has been published.
- (3)
 - (a) "Consent" means a person's voluntary agreement to the use of that person's name, title, picture, or portrait.
 - (b) "Consent" may not be inferred by the failure of the person to request that the person's name, title, picture, or portrait not be used or that the person's name be removed from a mailing or supporter list.
- (4) "Individual" means a natural person.
- (5) "Person" means any natural person, firm, partnership, association, corporation, joint venture, or any other form of business organization or arrangement, and the agents or representatives of such persons.
- (6) "Personal identity" means an individual's name, title, picture, or portrait.
- (7) "Publish" means that a person provides the instrumentality through which an advertisement is communicated to the public at large or to a significant portion thereof.

Amended by Chapter 146, 1999 General Session