

26 13-11-4.1, Utah Code Annotated 1953



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

29 Section 1. Section 13-11-4.1 is enacted to read:

30 **13-11-4.1. Targeted solicitations involving financial information -- Restrictions.**

31 (1) As used in this section:

32 (a) "Account holder" means a person for whom a personal account is held by a  
33 financial institution.

34 (b) "Financial institution" means:

35 (i) a state or federally chartered:

36 (A) bank;

37 (B) savings and loan association;

38 (C) savings bank;

39 (D) industrial bank; or

40 (E) credit union; ~~H→~~ [or] ~~←H~~

41 (ii) any other institution under the jurisdiction of the commissioner of Financial

42 Institutions as described in Title 7, Financial Institutions Act ~~H→~~ [;] ; or

42a (iii) a person who:

42b (A) is subject to Title 61, Chapter 2c, Utah Residential Mortgage Practices and  
42c Licensing Act; and

42d (B) engages in the business of residential mortgage loans as defined in

42e Section 61-2c-102. ~~←H~~

43 (c) (i) "Specific account information" means information that is:

44 (A) relative to the account of an account holder, in addition to the name of the account  
45 holder; and

46 (B) not provided by the financial institution that holds the account holder's account to  
47 the person offering a targeted solicitation.

48 (ii) "Specific account information" includes:

49 (A) a loan number;

50 (B) a loan amount; or

51 (C) any other specific account or loan information.

52 (d) "Targeted solicitation" means any written or oral advertisement or solicitation for  
53 products or services that:

54 (i) is addressed to an account holder;

55 (ii) contains specific account information;

56 (iii) is offered by a supplier that is not sponsored by or affiliated with the financial