

**TELEPHONE SOLICITATION AMENDMENTS**

2022 GENERAL SESSION

STATE OF UTAH

**Chief Sponsor: Norman K. Thurston**

Senate Sponsor: \_\_\_\_\_

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**LONG TITLE**

**General Description:**

This bill modifies the Telephone and Facsimile Solicitation Act and the Telephone Fraud Prevention Act.

**Highlighted Provisions:**

This bill:

- ▶ amends the Telephone and Facsimile Solicitation Act (TFSA) definition of "automated telephone dialing system" to prohibit telephone solicitations made by a live person;
- ▶ modifies the TFSA definition of "telephone solicitation" to include a telephone solicitation made to encourage a person to sell real or personal property to the solicitor;
- ▶ prohibits a person from making a telephone solicitation to a cellular phone without prior consent;
- ▶ amends definitions in the Telephone Fraud Prevention Act (TFPA);
- ▶ modifies security requirements for a registered seller under the TFPA;
- ▶ specifies penalties for a seller or solicitor who violates the TFPA;
- ▶ amends the prohibited practices under the TFPA;
- ▶ modifies the types of information the Division of Consumer Protection (division) is required to redact from a consumer complaint regarding conduct the division regulates under the TFPA before making the consumer complaint public; and



28           ▶ makes technical and conforming changes.

29 **Money Appropriated in this Bill:**

30           None

31 **Other Special Clauses:**

32           None

33 **Utah Code Sections Affected:**

34 AMENDS:

35           **13-25a-102**, as last amended by Laws of Utah 2021, Chapter 289

36           **13-25a-103**, as last amended by Laws of Utah 2004, Chapters 90 and 263

37           **13-26-2**, as last amended by Laws of Utah 2012, Chapter 152

38           **13-26-3**, as last amended by Laws of Utah 2013, Chapter 124

39           **13-26-4**, as last amended by Laws of Utah 2017, Chapter 98

40           **13-26-5**, as last amended by Laws of Utah 1994, Chapter 189

41           **13-26-8**, as last amended by Laws of Utah 2013, Chapter 124

42           **13-26-11**, as last amended by Laws of Utah 2013, Chapter 124

43           **13-26-12**, as enacted by Laws of Utah 2015, Chapter 335



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

46           Section 1. Section **13-25a-102** is amended to read:

47           **13-25a-102. Definitions.**

48           As used in this chapter:

49           (1) "Advertisement" means material offering for sale, or advertising the availability or  
50 quality of, any property, [~~goods, or services~~] good, or service.

51           (2) (a) "Automated telephone dialing system" means equipment used to:

52           (i) store or produce telephone numbers; and

53           (ii) call a stored or produced number[~~; and~~].

54           [~~(iii) connect the number called with a recorded message or artificial voice.~~]

55           (b) "Automated telephone dialing system" does not include equipment used with a  
56 burglar alarm system, voice messaging system, fire alarm system, or other system used in an  
57 emergency involving the immediate health or safety of a person.

58           (3) "Division" means the Division of Consumer Protection [~~in the Department of~~

59 Commerce].

60 (4) (a) "Established business relationship" means a relationship that:

61 (i) is based on inquiry, application, purchase, or transaction regarding products or  
62 services offered;

63 (ii) is formed by a voluntary two-way communication between a person making a  
64 telephone solicitation and a person to whom a telephone solicitation is made; and

65 (iii) has not been terminated by:

66 (A) an act by either [party] person; or

67 (B) the passage of 18 months since the most recent inquiry, application, purchase,  
68 transaction, or voluntary two-way communication.

69 (b) "Established business relationship" includes a relationship with an affiliate as  
70 defined in Section 16-10a-102.

71 (5) "Facsimile machine" means equipment used for:

72 (a) scanning or encoding text or images for conversion into electronic signals for  
73 transmission; or

74 (b) receiving electronic signals and reproducing them as a duplicate of the original text  
75 or image.

76 (6) "Negative response" means a statement from a [party] person stating the [party]  
77 person does not wish to listen to the sales presentation or participate in the solicitation  
78 presented in the telephone call.

79 (7) "On-call emergency provider" means an individual who is required by an employer  
80 to be on call to respond to a medical emergency.

81 (8) "Telephone solicitation" means the initiation of a telephone call or message for a  
82 commercial purpose or to seek a financial donation, including calls:

83 (a) encouraging the purchase or rental of, or investment in, property, goods, or services,  
84 regardless of whether the transaction involves a nonprofit organization;

85 (b) soliciting a sale of or extension of credit for property or services to the person  
86 called;

87 (c) soliciting information that will be used for:

88 (i) the direct solicitation of a sale of property or services to the person called; or

89 (ii) an extension of credit to the person called for a sale of property or services; [or]

90 (d) soliciting a charitable donation involving the exchange of any premium, prize, gift,  
91 ticket, subscription, or other benefit in connection with any appeal made for a charitable  
92 purpose[-]; or

93 (e) encouraging the person called to sell real or personal property to the telephone  
94 solicitor.

95 (9) "Telephone solicitor" means any [~~natural person~~] individual, firm, organization,  
96 partnership, association, or corporation who makes or causes to be made an unsolicited  
97 telephone call, including calls made by use of an automated telephone dialing system.

98 (10) "Unsolicited telephone call" means a telephone call for a commercial purpose or  
99 to seek a financial donation other than a call made:

100 (a) in response to an express request of the person called;

101 (b) primarily in connection with an existing debt or contract, payment or performance  
102 of which has not been completed at the time of the call;

103 (c) to [~~any~~] a person with whom the telephone solicitor has an established business  
104 relationship; or

105 (d) as required by law for a medical purpose.

106 Section 2. Section **13-25a-103** is amended to read:

107 **13-25a-103. Prohibited conduct for telephone solicitations -- Exceptions.**

108 (1) Except as provided in Subsection (2), a person may not operate or authorize the  
109 operation of an automated telephone dialing system to make a telephone solicitation.

110 (2) A person may operate an automated telephone dialing system if a call is made:

111 (a) with the prior express consent of the person who is called agreeing to receive a  
112 telephone solicitation from a specific solicitor; or

113 (b) to a person with whom the solicitor has an established business relationship.

114 (3) A person may not make a telephone solicitation to a residential telephone or  
115 cellular telephone without prior express consent during any of the following times:

116 (a) [~~before 8 a.m. or after 9 p.m.~~] between the hours of 9 p.m. and 8 a.m. local time;

117 (b) on a Sunday; or

118 (c) on a legal holiday.

119 (4) A person may not make or authorize a telephone solicitation in violation of Title 47  
120 U.S.C. 227.

121 (5) ~~[Any]~~ A telephone solicitor who makes an unsolicited telephone call to a telephone  
122 number shall:

123 (a) identify the telephone solicitor;

124 (b) identify the business on whose behalf the telephone solicitor is soliciting;

125 (c) promptly identify the purpose of the call ~~[promptly]~~ upon making contact by  
126 telephone with the person who is the object of the telephone solicitation;

127 (d) discontinue the solicitation if the person being solicited gives a negative response at  
128 any time during the telephone call; and

129 (e) hang up the phone, or in the case of an automated telephone dialing system  
130 operator, disconnect the automated telephone dialing system from the telephone line within 25  
131 seconds of the termination of the call by the person being called.

132 (6) ~~[A]~~ If a telephone solicitor's service or equipment is capable of displaying the  
133 telephone solicitor's telephone number through a caller identification service, the telephone  
134 solicitor may not withhold the display of the telephone solicitor's telephone number from a  
135 caller identification service when that number is being used for telemarketing purposes [and  
136 when the telephone solicitor's service or equipment is capable of allowing the display of the  
137 number].

138 Section 3. Section **13-26-2** is amended to read:

139 **13-26-2. Definitions.**

140 As used in this chapter, unless the context otherwise requires:

141 (1) "Affiliated person" means a seller or a seller's contractor, director, employee,  
142 officer, owner, or partner.

143 ~~[(1)]~~ (2) "Continuity plan" means a shipment, with the prior express consent of the  
144 buyer, at regular intervals of similar special-interest products[. A continuity plan is  
145 distinguished from a subscription arrangement by no binding commitment period or purchase  
146 amount], in which there is no binding commitment period or purchase amount.

147 ~~[(2)]~~ (3) "Division" means the Division of Consumer Protection.

148 ~~[(3)]~~ (4) "Fictitious personal name" means a name other than an individual's [true  
149 name. An "individual's true name" is the name taken at birth unless changed by operation of  
150 law or by civil action] legal name.

151 ~~[(4)]~~ "Material statement" or "material fact" means information that a person of ordinary

152 intelligence or prudence would consider important in deciding whether or not to accept an offer  
153 extended through a telephone solicitation.]

154 (5) (a) "Participant" means a person seeking to register or renew a registration as a  
155 seller.

156 (b) "Participant" includes the following persons seeking to register or renew a  
157 registration as a seller:

158 (i) a seller;

159 (ii) an owner;

160 (iii) an officer;

161 (iv) a director;

162 (v) a member;

163 (vi) a principal;

164 (vii) a trustee;

165 (viii) a general or limited partner;

166 (ix) a manager;

167 (x) a sole proprietor;

168 (xi) an employee; or

169 (xii) an individual with a controlling interest in an entity seeking to register or renew a  
170 registration as a seller.

171 ~~[(5)]~~ (6) "Premium" means a gift, bonus, prize, award, certificate, or other document by  
172 which a prospective purchaser is given a right, chance, or privilege to purchase or receive  
173 goods or services with a stated or represented value of \$25 or more as an inducement to a  
174 prospective purchaser to purchase other goods or services.

175 (7) "Seller" means a person who, directly or through a solicitor:

176 (a) makes a telephone solicitation; or

177 (b) causes a telephone solicitation to be made.

178 ~~[(6)]~~ (8) "Subscription arrangements," "standing order arrangements," "supplements,"  
179 and "series arrangements" mean products or services provided, with the prior express request or  
180 consent of the buyer, for a specified period of time at a price dependent on the duration of  
181 service and to complement an initial purchase.

182 ~~[(7)]~~ (9) (a) "Telephone solicitation," "sale," "selling," or "solicitation of sale" means:

- 183 (i) a sale or solicitation of goods or services in which:
- 184 (A) (I) the seller solicits the sale over the telephone;
- 185 (II) the purchaser's agreement to purchase is made over the telephone; and
- 186 (III) the purchaser, over the telephone, pays for or agrees to commit to payment for
- 187 goods or services prior to or upon receipt by the purchaser of the goods or services;
- 188 (B) the ~~[solicitor]~~ seller, not exempt under Section 13-26-4, induces a prospective
- 189 purchaser over the telephone, to make and keep an appointment that directly results in the
- 190 purchase of goods or services by the purchaser that would not have occurred without the
- 191 telephone solicitation and inducement by the ~~[solicitor]~~ seller;
- 192 (C) the seller offers or promises a premium to a prospective purchaser if:
- 193 (I) the seller induces the prospective purchaser to initiate a telephone contact with the
- 194 ~~[telephone soliciting business]~~ seller; and
- 195 (II) the resulting solicitation meets the requirements of Subsection (7)(a); or
- 196 (D) the ~~[solicitor]~~ seller solicits a charitable donation involving the exchange of any
- 197 premium, prize, gift, ticket, subscription, or other benefit in connection with ~~[any]~~ an appeal
- 198 made for a charitable purpose by an organization that is not otherwise exempt under Subsection
- 199 13-26-4(2)(b)(iv); or
- 200 (ii) a telephone solicitation as defined in Section 13-25a-102.
- 201 (b) "Telephone solicitation," "sale," "selling," or "solicitation of sale" does not include
- 202 a sale or solicitation that occurs solely through an Internet website without the use of a
- 203 telephone call.
- 204 (c) A solicitation of sale or telephone solicitation is considered complete when made,
- 205 whether or not the person receiving the solicitation agrees to the sale or to make a charitable
- 206 donation.
- 207 ~~[(8) "Telephone soliciting business" means a sole proprietorship, partnership, limited~~
- 208 ~~liability company, corporation, or other association of individuals engaged in a common effort~~
- 209 ~~to conduct telephone solicitations.]~~
- 210 ~~[(9)]~~ (10) "Telephone solicitor" or "solicitor" means ~~[a person, partnership, limited~~
- 211 ~~liability company, corporation, or other entity that:]~~ an individual who engages in a telephone
- 212 solicitation on behalf of a seller.
- 213 ~~[(a) makes a telephone solicitation; or]~~

214 ~~[(b) causes a telephone solicitation to be made.]~~

215 Section 4. Section 13-26-3 is amended to read:

216 **13-26-3. Registration and bond required.**

217 (1) (a) Unless exempt under Section 13-26-4, each ~~[telephone soliciting business]~~  
218 seller shall register annually with the division before engaging in telephone solicitations if:

219 (i) the ~~[telephone soliciting business]~~ seller engages in telephone solicitations that:

220 (A) originate in Utah; or

221 (B) are received in Utah; or

222 (ii) the ~~[telephone soliciting business]~~ seller, or a solicitor on behalf of the seller,  
223 conducts any business operations in Utah.

224 (b) The registration form shall designate an agent residing in this state who is  
225 authorized by the ~~[telephone soliciting business]~~ seller to receive service of process in any  
226 action brought by this state or a resident of this state.

227 (c) If a ~~[telephone soliciting business]~~ seller fails to designate an agent to receive  
228 service or fails to appoint a successor to the agent, the division shall:

229 (i) ~~[the business']~~ deny the seller's application for an initial or renewal registration  
230 [shall be denied]; and

231 ~~[(ii) any current registration shall be suspended until an agent is designated.]~~

232 (ii) if the application is for a renewal registration, suspend the seller's current  
233 registration until the seller designates an agent.

234 (d) ~~[(i)]~~ For purposes of this section only, the registered agent of a ~~[telephone soliciting~~  
235 ~~business]~~ seller shall provide the division the registered agent's proof of residency in the state[;]  
236 in the form of:

237 (i) a valid Utah driver license;

238 (ii) a valid governmental photo identification issued to a resident of this state; or

239 (iii) other verifiable identification indicating residency in this state.

240 ~~[(ii) Proof of residency under Subsection (1)(d)(i) may be provided by a valid Utah~~  
241 ~~driver license, valid governmental photo identification issued to a resident of the state, or other~~  
242 ~~verifiable identification indicating residency in the state.]~~

243 (2) The division may impose an annual registration fee set ~~[pursuant to]~~ in accordance  
244 with Section 63J-1-504 that may include the cost of the criminal background check described



245 in Subsection (4).

246 (3) (a) Each [~~telephone soliciting business~~] seller subject to this chapter engaging in  
247 telephone solicitation or sales in this state shall obtain and maintain the following security:

248 (i) a performance bond issued by a surety authorized to transact surety business in this  
249 state;

250 (ii) an irrevocable letter of credit issued by a financial institution authorized [~~to do~~]  
251 under the laws of this state or the United States doing business in this state; or

252 (iii) a certificate of deposit held in this state in a [~~depository~~] financial institution  
253 [~~regulated by the Department of Financial Institutions~~] authorized under the laws of this state  
254 or the United States to accept deposits from the public.

255 (b) [~~The~~] A seller's bond, letter of credit, or certificate of deposit shall be payable to the  
256 division for the benefit of any consumer who incurs damages as the result of [~~any telephone~~  
257 ~~solicitation or sales~~] the seller's violation of this chapter.

258 (c) [~~The~~] If the consumer has first recovered full damages, the division may recover  
259 from the bond, letter of credit, or certificate of deposit administrative fines, civil penalties,  
260 investigative costs, attorney fees, and other costs of collecting and distributing funds under this  
261 section [~~and the costs of promoting consumer education, but only if the consumer has first~~  
262 ~~recovered full damages~~].

263 (d) A [~~telephone soliciting business~~] seller shall keep a bond, certificate of deposit, or  
264 letter of credit in force for one year after [~~it~~] the day on which the seller notifies the division in  
265 writing that [~~it~~] the seller has ceased all activities regulated by this chapter.

266 (e) The [~~amount to be posted in the form of a~~] seller shall post a bond, irrevocable  
267 letter of credit, or certificate of deposit [~~shall be~~] in the amount of:

268 (i) \$25,000 if:

269 (A) neither the [~~telephone soliciting business~~] seller nor any affiliated person has  
270 violated this chapter [~~within three years preceding the date of the application~~] in the three-year  
271 period immediately before the day on which the seller files the application; and

272 (B) the [~~telephone soliciting business~~] seller has fewer than 10 employees;

273 (ii) \$50,000 if:

274 (A) neither the [~~telephone soliciting business~~] seller nor any affiliated person has  
275 violated this chapter [~~within three years preceding the date of the application~~] in the three-year

276 period immediately before the day on which the seller files the application; and

277 (B) the ~~[telephone soliciting business]~~ seller has 10 or more employees; or

278 (iii) \$75,000 if the ~~[telephone soliciting business]~~ seller or any affiliated person has  
279 violated this chapter ~~[within three years preceding the date of the application]~~ in the three-year  
280 period immediately before the day on which the seller files the application.

281 ~~[(f) For purposes of Subsection (3)(c) an "affiliated person" means a contractor,~~  
282 ~~director, employee, officer, owner, or partner of the telephone soliciting business.]~~

283 ~~[(4) (a) As used in this Subsection (4), "participant" means an individual with a~~  
284 ~~controlling interest in or an owner, officer, director, member, principal, trustee, general partner,~~  
285 ~~limited partner, manager, sole proprietor, or key employee of a person seeking to register or~~  
286 ~~renew a registration as a telephone soliciting business.]~~

287 ~~[(b) As part of the process to register or renew a registration as a telephone soliciting~~  
288 ~~business, a participant:]~~

289 ~~[(i) may not, within the previous 10 years, have been convicted of a felony;]~~

290 ~~[(ii) may not, within the previous 10 years, have been convicted of a misdemeanor~~  
291 ~~involving moral turpitude, including theft, fraud, or dishonesty; and]~~

292 (4) To register or renew a registration as a seller, a participant:

293 (a) may not have been convicted of a felony in the 10-year period immediately before  
294 the day on which the participant files the application;

295 (b) may not have been convicted of a misdemeanor involving moral turpitude,  
296 including theft, fraud, or dishonesty, in the 10-year period immediately before the day on which  
297 the participant files the application; and

298 ~~[(iii)] (c) shall submit to the division:~~

299 ~~[(A)] (i) the participant's fingerprints, in a form acceptable to the division, for purposes~~  
300 ~~of a criminal background check; and~~

301 ~~[(B)] (ii) consent to a criminal background check by the Bureau of Criminal~~  
302 ~~Identification created in Section 53-10-201.~~

303 (5) [The] In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking  
304 Act, the division may establish by rule the registration requirements for [telephone soliciting  
305 businesses under the terms of Title 63G, Chapter 3, Utah Administrative Rulemaking Act. An  
306 administrative proceeding conducted by the division under this chapter shall comply with the

307 requirements of Title 63G, Chapter 4, Administrative Procedures Act] a seller.

308 (6) If information in an application for registration or for renewal of registration as a  
309 [~~telephone soliciting business~~] seller materially changes or becomes incorrect or incomplete,  
310 the applicant shall, within 30 days after the day on which information changes or becomes  
311 incorrect or incomplete, [~~correct the application or~~] submit the correct information to the  
312 division in a manner that the division establishes by rule.

313 (7) The division director may deny or revoke a registration under this section for any  
314 violation of this chapter.

315 Section 5. Section 13-26-4 is amended to read:

316 **13-26-4. Exemptions from registration.**

317 (1) In [~~any~~] an enforcement action initiated by the division, [~~the~~] a person claiming an  
318 exemption has the burden of proving that the person is entitled to the exemption.

319 (2) The following are exempt from [~~the requirements of~~] this chapter except for the  
320 requirements [~~of~~] described in Sections 13-26-8 and 13-26-11:

321 (a) a broker, agent, dealer, or sales professional licensed [~~under the licensure laws of~~]  
322 in this state, when soliciting sales within the scope of [~~his~~] the broker's, agent's, dealer's, or  
323 sales professional's license;

324 (b) the solicitation of sales by:

325 (i) a public utility that is regulated under Title 54, Public Utilities, or by an affiliate of  
326 the public utility;

327 (ii) a newspaper of general circulation;

328 (iii) a solicitation of [~~sales~~] sale made by a broadcaster licensed by [~~any~~] a state or  
329 federal authority;

330 (iv) a nonprofit organization if no part of the net earnings from the sale inures to the  
331 benefit of [~~any~~];

332 (A) a member, officer, trustee, or serving board member of the organization[;]; or

333 (B) an individual, or a family member of an individual, holding a position of authority  
334 or trust in the organization; and

335 (v) a person who periodically publishes and delivers a catalog of the [~~solicitor's~~] seller's  
336 merchandise to prospective purchasers, if the catalog:

337 (A) contains the price and a written description or illustration of each item offered for

338 sale;

339 (B) includes the seller's business address [~~of the solicitor~~];

340 (C) includes at least 24 pages of written material and illustrations;

341 (D) is distributed in more than one state; and

342 (E) has an annual circulation by mailing of not less than 250,000;

343 (c) [~~any publicly-traded~~] a publicly traded corporation registered with the Securities  
344 and Exchange Commission, or [~~any~~] a subsidiary of the publicly traded corporation;

345 (d) the solicitation of [~~any~~] a depository institution as defined in Section 7-1-103, a  
346 subsidiary of a depository institution, personal property broker, securities broker, investment  
347 adviser, consumer finance lender, or insurer subject to regulation by an official agency of this  
348 state or the United States;

349 (e) the solicitation by a person soliciting only the sale of telephone services to be  
350 provided by the person or the person's employer;

351 (f) the solicitation of a person relating to a transaction regulated by the Commodities  
352 Futures Trading Commission, if:

353 (i) the person is registered with or temporarily licensed by the commission to conduct  
354 [~~that~~] the activity under the Commodity Exchange Act; and

355 (ii) the registration or license has not expired or been suspended or revoked;

356 (g) the solicitation of a contract for the maintenance or repair of goods previously  
357 purchased from the person:

358 (i) who is making the solicitation; or

359 (ii) on whose behalf the solicitation is made;

360 (h) the solicitation of previous customers of the [~~business~~] person on whose behalf the  
361 call is made if the person making the call:

362 (i) does not offer any premium in conjunction with a sale or offer;

363 (ii) is not selling an investment or an opportunity for an investment that is not  
364 registered with [~~any~~] a state or federal authority; and

365 (iii) is not regularly engaged in telephone sales;

366 (i) the solicitation of a sale that is an isolated transaction and not done in the course of  
367 a pattern of repeated transactions of a [~~like~~] similar nature;

368 (j) the solicitation of a person by a retail business [~~establishment~~] that has been in

369 operation for at least five years in Utah under the same name as that used in connection with  
370 telemarketing if [~~both of~~] the following occur on a continuing basis:

371 ~~[(i) products are displayed and offered for sale at the place of business, or services are~~  
372 ~~offered for sale and provided at the place of business; and]~~

373 (i) at the retail business's place of business, the retail business:

374 (A) displays and offers products for sale; or

375 (B) offers services for sale and provides the services at the place of business; and

376 (ii) a majority of the [seller's] retail business's business involves the [buyer obtaining  
377 the products or services at the seller's place of business] activities described in Subsection  
378 (2)(j)(i);

379 (k) a person primarily soliciting the sale of a magazine or periodical sold by the  
380 publisher or the publisher's agent through a written agreement, or printed or recorded material  
381 through a contractual plan, such as a book or record club, continuity plan, subscription,  
382 standing order arrangement, or supplement or series arrangement if:

383 (i) the [seller] person provides the consumer with a form that the consumer may use to  
384 instruct the [seller] person not to ship the offered merchandise, and the arrangement is  
385 regulated by the Federal Trade Commission trade regulation concerning use of negative option  
386 plans by [sellers] a person making a sale in commerce; or

387 (ii) (A) the [seller] person periodically ships merchandise to a consumer who has  
388 consented in advance to receive the merchandise on a periodic basis; and

389 (B) the consumer retains the right to cancel at any time and receive a full refund for the  
390 unused portion;

391 (l) a telephone marketing service company that provides telemarketing sales services  
392 under contract to [sellers] a person making a sale if:

393 (i) [~~it~~] the telephone marketing service company has been doing business regularly  
394 with customers in Utah for at least five years under the same business name and with [~~its~~] the  
395 telephone marketing service company's principal office in the same location;

396 (ii) at least 75% of [~~its~~] the telephone marketing service company's contracts are  
397 performed on behalf of persons [~~exempted~~] exempt from registration under this chapter; and

398 (iii) neither the telephone marketing service company nor [~~its~~] the telephone marketing  
399 service company's principals have been enjoined from doing business or subjected to criminal

400 actions for ~~[their]~~ the telephone marketing service company's or the telephone marketing  
401 company's principal's business activities in this or any other state;

402 (m) a credit services organization that holds a current registration with the division  
403 under Chapter 21, Credit Services Organizations Act, if the credit services organization's  
404 telephone solicitations are limited to the solicitation of services regulated under Chapter 21,  
405 Credit Services Organizations Act; and

406 (n) a provider that holds a current registration with the division under Chapter 42,  
407 Uniform Debt-Management Services Act, if the provider's telephone solicitations are limited to  
408 the solicitation of services regulated under ~~[Chapter 21, Credit Services Organizations Act]~~  
409 Chapter 42, Uniform Debt-Management Services Act.

410 Section 6. Section ~~13-26-5~~ is amended to read:

411 **13-26-5. Right of rescission -- Cancellation.**

412 (1) As used in this section, "business day" means a day other than Sunday or a federal  
413 or state holiday.

414 ~~[(+)]~~ (2) (a) Except as provided in Subsections ~~[(+)]~~ (2)(b) and (c), in addition to any  
415 right to otherwise revoke an offer, a person ~~[making]~~ who makes a purchase from a ~~[telephone~~  
416 ~~soliciting business required to be registered under this chapter]~~ seller may cancel the sale ~~[up~~  
417 ~~to]~~ before midnight of the third business day after the ~~[receipt of]~~ day on which the person  
418 receives the merchandise or premium, whichever is later, provided the seller or the seller's  
419 solicitor advises the purchaser of ~~[his]~~ the purchaser's cancellation rights under this chapter at  
420 the time ~~[any]~~ the solicitation is made.

421 (b) If the seller or the seller's solicitor ~~[required to be registered under this chapter]~~  
422 fails to orally advise a purchaser of the right to cancel under this section at the time of ~~[any]~~ a  
423 solicitation, the purchaser's right to cancel ~~[shall be]~~ is extended to 90 days.

424 (c) If the seller or the seller's solicitor ~~[required to be registered under this chapter]~~ fails  
425 to orally advise a purchaser of ~~[his true]~~ the seller's or the seller's solicitor's legal name,  
426 telephone number, and complete ~~[street]~~ address at the time of ~~[any]~~ a solicitation, the  
427 purchaser may cancel the sale at any time.

428 (d) Except as provided in Subsection (5), a seller shall provide a full refund to a  
429 purchaser who cancels a sale in accordance with this section.

430 ~~[(2) Sales shall be cancelled by]~~

431 (3) A purchaser may cancel a sale by:

432 (a) mailing a notice of cancellation to the [telephone] seller or seller's solicitor's correct  
433 [street] address, postage prepaid[. If]; or

434 (b) if the [telephone solicitor provided no] seller or the seller's solicitor fails to provide  
435 the purchaser with the seller's or the seller's solicitor's correct [street] address, [cancellation can  
436 be accomplished by] sending a notice of cancellation to the division's [offices] office, postage  
437 prepaid.

438 ~~[(3) (a) If a cancellation involves durable goods, as defined by rule, those goods shall~~  
439 ~~be returned to the seller.]~~

440 ~~[(b) If expendable goods are involved, the purchaser shall return any unused portion of~~  
441 ~~those goods.]~~

442 ~~[(c) A reasonable attempt shall be made to return goods to the solicitor's correct street~~  
443 ~~address within seven days of exercising the right to cancel, providing the solicitor has provided~~  
444 ~~the purchaser with the address. If the solicitor has failed to give a correct address, no return is~~  
445 ~~required to qualify for a full refund of the purchase price.]~~

446 (4) (a) If a purchaser cancels a sale and the seller or the seller's solicitor provides the  
447 purchaser with the seller's correct address, the purchaser shall, within seven business days after  
448 the day on which the purchaser exercises the right to cancel, make a reasonable attempt to:

449 (i) if the canceled sale involves durable goods, return the goods to the seller; or

450 (ii) if the canceled sale involves expendable goods, return any unused portion of the  
451 goods to the seller.

452 (b) If the seller or the seller's solicitor fails to provide to a purchaser the seller's correct  
453 address, a purchaser who cancels a sale is not required to return any canceled goods to the  
454 seller.

455 ~~[(4) (a) If the purchaser who cancels a sale has used any portion of the services or~~  
456 ~~goods purchased, the [solicitor or telephone soliciting business shall receive a reasonable~~  
457 ~~allowance for value given. This allowance may be deducted from any refund due the~~  
458 ~~purchaser] purchaser shall provide the seller a reasonable allowance for the value given.~~

459 (b) A seller may deduct the reasonable allowance described in Subsection (5)(a) from  
460 any refund due the purchaser.

461 ~~[(e) A solicitor shall be jointly and severally liable with the telephone soliciting~~

462 ~~business for any refund amount due following the cancellation of a sale made by the solicitor.]~~

463 ~~[(4) For the purposes of this section, "business day" does not include Sunday or a~~  
464 ~~federal or state holiday.]~~

465 Section 7. Section **13-26-8** is amended to read:

466 **13-26-8. Penalties.**

467 ~~[(1) (a) Any telephone soliciting business or any person associated with a telephone~~  
468 ~~soliciting business, including solicitors, salespersons, agents, representatives of a solicitor, or~~  
469 ~~independent contractor, who violates this chapter as a first offense is guilty of a class B~~  
470 ~~misdemeanor.]~~

471 ~~[(b) In the case of a second offense, the person is guilty of a class A misdemeanor.]~~

472 ~~[(c) In the case of three or more offenses, the person is guilty of a third degree felony.]~~

473 ~~[(d) (i) In addition to other penalties under this Subsection (1), the division director~~  
474 ~~may issue a cease and desist order and impose an administrative fine of up to \$2,500 for each~~  
475 ~~violation of this chapter.]~~

476 ~~[(ii) For purposes of Subsection (1)(d)(i), each telephone solicitation made in violation~~  
477 ~~of this chapter is a separate violation.]~~

478 ~~[(iii) All money received through administrative fines imposed under this section shall~~  
479 ~~be deposited in the Consumer Protection Education and Training Fund created by Section~~  
480 ~~13-2-8.]~~

481 (1) (a) A seller or solicitor who violates a provision of this chapter is guilty of:

482 (i) a class B misdemeanor for a first violation;

483 (ii) a class A misdemeanor for a second violation; and

484 (iii) a third-degree felony for a third or subsequent violation.

485 (b) For the purposes of Subsection (1)(a), a prior violation includes:

486 (i) a final prior conviction;

487 (ii) a final determination by a court of competent jurisdiction; or

488 (iii) a final determination in an administrative adjudicative proceeding.

489 (2) [Any telephone soliciting business or any person associated with a telephone  
490 soliciting business, including solicitors, salespersons, agents, representatives of a solicitor, or  
491 independent contractors,] A person who violates [any] a provision of this chapter [shall be] is  
492 subject to a civil penalty in a court of competent jurisdiction [not exceeding] of up to \$2,500



493 for each ~~[unlawful transaction]~~ violation of this chapter.

494 (3) (a) The division may:

495 (i) in accordance with Title 63G, Chapter 4, Administrative Procedures Act, conduct an  
496 administrative proceeding to enforce the provisions of this chapter;

497 (ii) bring a court action to enforce the provisions of this chapter; and

498 (iii) in addition to other penalties described in this chapter, issue a cease and desist  
499 order and impose an administrative fine of up to \$2,500 for each violation of this chapter.

500 (b) For purposes of this section, each telephone solicitation made in violation of this  
501 chapter is a separate violation.

502 (4) The division shall deposit all administrative fines and civil penalties collected  
503 under this chapter into the Consumer Protection Education and Training Fund created in  
504 Section [13-2-8](#).

505 Section 8. Section **13-26-11** is amended to read:

506 **13-26-11. Prohibited practices.**

507 (1) It is unlawful for ~~[any solicitor]~~ a seller to:

508 (a) ~~[to]~~ solicit a prospective purchaser ~~[on behalf of a telephone soliciting business~~  
509 ~~that]~~ if the seller is not registered with the division or exempt from registration under this  
510 chapter;

511 ~~[(b) to use a fictitious personal name in connection with a telephone solicitation;]~~

512 ~~[(c)]~~ (b) [to] in connection with a telephone solicitation or a filing with the division,  
513 make or cause to be made [any untrue] a false material statement[;] or fail to disclose a material  
514 fact necessary to make [any] the seller's statement [made] not misleading[; whether in  
515 connection with a telephone solicitation or a filing with the division];

516 ~~[(d)]~~ (c) [to] make or authorize the making of [any] a misrepresentation to a purchaser  
517 or prospective purchaser about [its] the seller's compliance with this chapter [to any  
518 prospective or actual purchaser];

519 ~~[(e)]~~ (d) [to] fail to refund within 30 days any amount due a purchaser who exercises  
520 the right to cancel under Section [13-26-5](#); [or]

521 ~~[(f)]~~ (e) [to] unless the seller is exempt under Section [13-26-4](#), fail to orally advise a  
522 purchaser of the purchaser's right to cancel under Section [13-26-5](#) [unless the solicitor is  
523 exempt under Section [13-26-4](#).];

524 ~~[(2) It is unlawful for any telephone soliciting business:]~~  
 525 ~~[(a) to cause or permit any solicitor to violate any provision of this chapter; or]~~  
 526 ~~[(b) to use inmates in telephone soliciting operations where inmates have access to~~  
 527 ~~personal data about an individual sufficient to physically locate or contact that individual, such~~  
 528 ~~as names, addresses, telephone numbers, Social Security numbers, credit card information, or~~  
 529 ~~physical descriptions.]~~

530 (f) employ an inmate in a correctional facility for telephone soliciting operations when  
 531 the employment would give the inmate access to an individual's personal data, including the  
 532 individual's name, address, telephone number, Social Security number, credit card information,  
 533 or physical description, that allows the inmate to physically locate or contact the individual; or

534 (g) cause or permit a solicitor to violate a provision of this chapter.

535 (2) It is unlawful for a solicitor to:

536 (a) use a fictitious personal name in connection with a telephone solicitation;

537 (b) in connection with a telephone solicitation, make or cause to be made a false  
 538 material statement or fail to disclose a material fact necessary to make the solicitor's statement  
 539 not misleading;

540 (c) make a misrepresentation to a purchaser or prospective purchaser about the  
 541 solicitor's compliance with this chapter; or

542 (d) unless the solicitor is exempt under Section 13-26-4, fail to orally advise a  
 543 purchaser of the purchaser's right to cancel under Section 13-26-5.

544 (3) If a person knows or has reason to know that a seller or solicitor is engaged in an  
 545 act or practice that violates this chapter, it is unlawful for the person to:

546 (a) benefit from the seller's or solicitor's services; or

547 (b) provide substantial assistance or support to the seller or solicitor.

548 Section 9. Section **13-26-12** is amended to read:

549 **13-26-12. Consumer complaints are public.**

550 (1) As used in this section, "consumer complaint" means a complaint that:

551 ~~[(a) is filed with the division by a consumer or business;]~~

552 (a) a person files with the division;

553 (b) alleges facts relating to conduct that the division regulates under this chapter; and

554 (c) (i) alleges a loss to the [~~consumer or business~~] person described in Subsection

555 (1)(a) of \$3,500 or more; or

556 (ii) is one of at least 50 ~~[other]~~ complaints filed with the division:

557 (A) against the same person [filed by other consumers or businesses]; and

558 (B) during the [four years immediately preceding the filing of the complaint] four-year  
559 period immediately before the day on which the person described in Subsection (1)(a) files the  
560 complaint.

561 (2) For purposes of determining the number of complaints against the same person  
562 under Subsection (1)(c)(ii)(A), the division may consider complaints filed against multiple  
563 corporations, limited liability companies, partnerships, or other business entities under  
564 common ownership to be complaints against the same person.

565 (3) Notwithstanding Subsection 13-11-7(2) and subject to Subsections (4) and (5), a  
566 consumer complaint:

567 (a) is a public record; and

568 (b) may not be classified as a private, controlled, or protected record under Title 63G,  
569 Chapter 2, Government Records Access and Management Act.

570 (4) Subsection (3) does not apply to a consumer complaint:

571 ~~[(a) (i) if the division determines through an administrative proceeding that the~~  
572 ~~consumer complaint is nonmeritorious; and]~~

573 ~~[(ii) beginning when the nonmeritorious determination is made; or]~~

574 (a) that is nonmeritorious, beginning the day on which:

575 (i) the division determines through an administrative proceeding that the consumer  
576 complaint is nonmeritorious; or

577 (ii) a court of competent jurisdiction finds the consumer complaint nonmeritorious; or

578 (b) that ~~[has been]~~ is on file with the division for more than four years after the day on  
579 which the person files the consumer complaint.

580 (5) Before making a consumer complaint that is subject to Subsection (3) or a response  
581 described in Subsection (6) available to the public, the division:

582 (a) shall redact from the consumer complaint or response any information that would  
583 disclose ~~[the address, Social Security number, bank account information, email address, or~~  
584 ~~telephone number of the consumer or business; and];~~

585 (i) the filer's:

- 586            (A) address;
- 587            (B) Social Security number;
- 588            (C) bank account information;
- 589            (D) email address; or
- 590            (E) telephone number; or
- 591            (ii) information similar in nature to the information described in Subsection (5)(a)(i);

592 and

593            (b) may redact the name of the [~~consumer or business~~] filer and any other information  
594 that could, in the division's judgment, disclose the identity of the [~~consumer or business~~] filer  
595 filing the consumer complaint.

596            (6) A person's initial, written response to a consumer complaint that is subject to  
597 Subsection [~~(2)~~] (3) is a public record.