

2010 SESSION

INTRODUCED

10102232D

HOUSE BILL NO. 804

Offered January 13, 2010

Prefiled January 13, 2010

A *BILL to amend the Code of Virginia by adding a section numbered 59.1-443.3, relating to the use of personal information in marketing materials.*

Patron—Poindexter

Referred to Committee on Commerce and Labor

Be it enacted by the General Assembly of Virginia:

1. That the Code of Virginia is amended by adding a section numbered 59.1-443.3, as follows:

§ 59.1-443.3. Use of personal information in solicitations and advertising materials.

A. *As used in this section, "personal information" means an individual's date of birth, place of birth, parents' names, or telephone number.*

B. *Except as otherwise specifically provided by law, a person shall not send or cause to be sent or delivered, by letter, envelope, package, or electronic message, any solicitation or advertising material that includes any personal information of the individual to whom it is addressed.*

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