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**HOUSE BILL NO. 911**

Offered January 10, 2018

Prefiled January 9, 2018

A *BILL to amend and reenact § 59.1-200 of the Code of Virginia and to amend the Code of Virginia by adding in Title 59.1 a chapter numbered 17.8, consisting of sections numbered 59.1-207.45 through 59.1-207.49, relating to automatic renewal offers and continuous service offers; charging accounts for ongoing shipments of a product or ongoing deliveries of a service; penalties.*

Patron—Simon

Referred to Committee on Commerce and Labor

**Be it enacted by the General Assembly of Virginia:**

**1. That § 59.1-200 of the Code of Virginia is amended and reenacted and that the Code of Virginia is amended by adding in Title 59.1 a chapter numbered 17.8, consisting of sections numbered 59.1-207.45 through 59.1-207.49, as follows:**

**§ 59.1-200. Prohibited practices.**

A. The following fraudulent acts or practices committed by a supplier in connection with a consumer transaction are hereby declared unlawful:

- 1. Misrepresenting goods or services as those of another;
- 2. Misrepresenting the source, sponsorship, approval, or certification of goods or services;
- 3. Misrepresenting the affiliation, connection, or association of the supplier, or of the goods or services, with another;
- 4. Misrepresenting geographic origin in connection with goods or services;
- 5. Misrepresenting that goods or services have certain quantities, characteristics, ingredients, uses, or benefits;
- 6. Misrepresenting that goods or services are of a particular standard, quality, grade, style, or model;
- 7. Advertising or offering for sale goods that are used, secondhand, repossessed, defective, blemished, deteriorated, or reconditioned, or that are "seconds," irregulars, imperfects, or "not first class," without clearly and unequivocally indicating in the advertisement or offer for sale that the goods are used, secondhand, repossessed, defective, blemished, deteriorated, reconditioned, or are "seconds," irregulars, imperfects or "not first class";
- 8. Advertising goods or services with intent not to sell them as advertised, or with intent not to sell at the price or upon the terms advertised.

In any action brought under this subdivision, the refusal by any person, or any employee, agent, or servant thereof, to sell any goods or services advertised or offered for sale at the price or upon the terms advertised or offered, shall be prima facie evidence of a violation of this subdivision. This paragraph shall not apply when it is clearly and conspicuously stated in the advertisement or offer by which such goods or services are advertised or offered for sale, that the supplier or offeror has a limited quantity or amount of such goods or services for sale, and the supplier or offeror at the time of such advertisement or offer did in fact have or reasonably expected to have at least such quantity or amount for sale;

9. Making false or misleading statements of fact concerning the reasons for, existence of, or amounts of price reductions;

10. Misrepresenting that repairs, alterations, modifications, or services have been performed or parts installed;

11. Misrepresenting by the use of any written or documentary material that appears to be an invoice or bill for merchandise or services previously ordered;

12. Notwithstanding any other provision of law, using in any manner the words "wholesale," "wholesaler," "factory," or "manufacturer" in the supplier's name, or to describe the nature of the supplier's business, unless the supplier is actually engaged primarily in selling at wholesale or in manufacturing the goods or services advertised or offered for sale;

13. Using in any contract or lease any liquidated damage clause, penalty clause, or waiver of defense, or attempting to collect any liquidated damages or penalties under any clause, waiver, damages, or penalties that are void or unenforceable under any otherwise applicable laws of the Commonwealth, or under federal statutes or regulations;

13a. Failing to provide to a consumer, or failing to use or include in any written document or material provided to or executed by a consumer, in connection with a consumer transaction any statement, disclosure, notice, or other information however characterized when the supplier is required by 16 C.F.R. Part 433 to so provide, use, or include the statement, disclosure, notice, or other

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59 information in connection with the consumer transaction;

60 14. Using any other deception, fraud, false pretense, false promise, or misrepresentation in connection  
61 with a consumer transaction;

62 15. Violating any provision of § 3.2-6512, 3.2-6513, or 3.2-6516, relating to the sale of certain  
63 animals by pet dealers which is described in such sections, is a violation of this chapter;

64 16. Failing to disclose all conditions, charges, or fees relating to:

65 a. The return of goods for refund, exchange, or credit. Such disclosure shall be by means of a sign  
66 attached to the goods, or placed in a conspicuous public area of the premises of the supplier, so as to be  
67 readily noticeable and readable by the person obtaining the goods from the supplier. If the supplier does  
68 not permit a refund, exchange, or credit for return, he shall so state on a similar sign. The provisions of  
69 this subdivision shall not apply to any retail merchant who has a policy of providing, for a period of not  
70 less than 20 days after date of purchase, a cash refund or credit to the purchaser's credit card account  
71 for the return of defective, unused, or undamaged merchandise upon presentation of proof of purchase.  
72 In the case of merchandise paid for by check, the purchase shall be treated as a cash purchase and any  
73 refund may be delayed for a period of 10 banking days to allow for the check to clear. This subdivision  
74 does not apply to sale merchandise that is obviously distressed, out of date, post season, or otherwise  
75 reduced for clearance; nor does this subdivision apply to special order purchases where the purchaser  
76 has requested the supplier to order merchandise of a specific or unusual size, color, or brand not  
77 ordinarily carried in the store or the store's catalog; nor shall this subdivision apply in connection with a  
78 transaction for the sale or lease of motor vehicles, farm tractors, or motorcycles as defined in §  
79 46.2-100;

80 b. A layaway agreement. Such disclosure shall be furnished to the consumer (i) in writing at the time  
81 of the layaway agreement, or (ii) by means of a sign placed in a conspicuous public area of the  
82 premises of the supplier, so as to be readily noticeable and readable by the consumer, or (iii) on the bill  
83 of sale. Disclosure shall include the conditions, charges, or fees in the event that a consumer breaches  
84 the agreement;

85 16a. Failing to provide written notice to a consumer of an existing open-end credit balance in excess  
86 of \$5 (i) on an account maintained by the supplier and (ii) resulting from such consumer's overpayment  
87 on such account. Suppliers shall give consumers written notice of such credit balances within 60 days of  
88 receiving overpayments. If the credit balance information is incorporated into statements of account  
89 furnished consumers by suppliers within such 60-day period, no separate or additional notice is required;

90 17. If a supplier enters into a written agreement with a consumer to resolve a dispute that arises in  
91 connection with a consumer transaction, failing to adhere to the terms and conditions of such an  
92 agreement;

93 18. Violating any provision of the Virginia Health Club Act, Chapter 24 (§ 59.1-294 et seq.);

94 19. Violating any provision of the Virginia Home Solicitation Sales Act, Chapter 2.1 (§ 59.1-21.1 et  
95 seq.);

96 20. Violating any provision of the Automobile Repair Facilities Act, Chapter 17.1 (§ 59.1-207.1 et  
97 seq.);

98 21. Violating any provision of the Virginia Lease-Purchase Agreement Act, Chapter 17.4  
99 (§ 59.1-207.17 et seq.);

100 22. Violating any provision of the Prizes and Gifts Act, Chapter 31 (§ 59.1-415 et seq.);

101 23. Violating any provision of the Virginia Public Telephone Information Act, Chapter 32  
102 (§ 59.1-424 et seq.);

103 24. Violating any provision of § 54.1-1505;

104 25. Violating any provision of the Motor Vehicle Manufacturers' Warranty Adjustment Act, Chapter  
105 17.6 (§ 59.1-207.34 et seq.);

106 26. Violating any provision of § 3.2-5627, relating to the pricing of merchandise;

107 27. Violating any provision of the Pay-Per-Call Services Act, Chapter 33 (§ 59.1-429 et seq.);

108 28. Violating any provision of the Extended Service Contract Act, Chapter 34 (§ 59.1-435 et seq.);

109 29. Violating any provision of the Virginia Membership Camping Act, Chapter 25 (§ 59.1-311 et  
110 seq.);

111 30. Violating any provision of the Comparison Price Advertising Act, Chapter 17.7 (§ 59.1-207.40 et  
112 seq.);

113 31. Violating any provision of the Virginia Travel Club Act, Chapter 36 (§ 59.1-445 et seq.);

114 32. Violating any provision of §§ 46.2-1231 and 46.2-1233.1;

115 33. Violating any provision of Chapter 40 (§ 54.1-4000 et seq.) of Title 54.1;

116 34. Violating any provision of Chapter 10.1 (§ 58.1-1031 et seq.) of Title 58.1;

117 35. Using the consumer's social security number as the consumer's account number with the supplier,  
118 if the consumer has requested in writing that the supplier use an alternate number not associated with  
119 the consumer's social security number;

120 36. Violating any provision of Chapter 18 (§ 6.2-1800 et seq.) of Title 6.2;

- 121 37. Violating any provision of § 8.01-40.2;
- 122 38. Violating any provision of Article 7 (§ 32.1-212 et seq.) of Chapter 6 of Title 32.1;
- 123 39. Violating any provision of Chapter 34.1 (§ 59.1-441.1 et seq.);
- 124 40. Violating any provision of Chapter 20 (§ 6.2-2000 et seq.) of Title 6.2;
- 125 41. Violating any provision of the Virginia Post-Disaster Anti-Price Gouging Act, Chapter 46
- 126 (§ 59.1-525 et seq.);
- 127 42. Violating any provision of Chapter 47 (§ 59.1-530 et seq.);
- 128 43. Violating any provision of § 59.1-443.2;
- 129 44. Violating any provision of Chapter 48 (§ 59.1-533 et seq.);
- 130 45. Violating any provision of Chapter 25 (§ 6.2-2500 et seq.) of Title 6.2;
- 131 46. Violating the provisions of clause (i) of subsection B of § 54.1-1115;
- 132 47. Violating any provision of § 18.2-239;
- 133 48. Violating any provision of Chapter 26 (§ 59.1-336 et seq.);
- 134 49. Selling, offering for sale, or manufacturing for sale a children's product the supplier knows or has
- 135 reason to know was recalled by the U.S. Consumer Product Safety Commission. There is a rebuttable
- 136 presumption that a supplier has reason to know a children's product was recalled if notice of the recall
- 137 has been posted continuously at least 30 days before the sale, offer for sale, or manufacturing for sale
- 138 on the website of the U.S. Consumer Product Safety Commission. This prohibition does not apply to
- 139 children's products that are used, secondhand or "seconds";
- 140 50. Violating any provision of Chapter 44.1 (§ 59.1-518.1 et seq.);
- 141 51. Violating any provision of Chapter 22 (§ 6.2-2200 et seq.) of Title 6.2;
- 142 52. Violating any provision of § 8.2-317.1;
- 143 53. Violating subsection A of § 9.1-149.1;
- 144 54. Selling, offering for sale, or using in the construction, remodeling, or repair of any residential
- 145 dwelling in the Commonwealth, any drywall that the supplier knows or has reason to know is defective
- 146 drywall. This subdivision shall not apply to the sale or offering for sale of any building or structure in
- 147 which defective drywall has been permanently installed or affixed;
- 148 55. Engaging in fraudulent or improper or dishonest conduct as defined in § 54.1-1118 while
- 149 engaged in a transaction that was initiated (i) during a declared state of emergency as defined in
- 150 § 44-146.16 or (ii) to repair damage resulting from the event that prompted the declaration of a state of
- 151 emergency, regardless of whether the supplier is licensed as a contractor in the Commonwealth pursuant
- 152 to Chapter 11 (§ 54.1-1100 et seq.) of Title 54.1; and
- 153 56. Violating any provision of Chapter 33.1 (§ 59.1-434.1 et seq.); and
- 154 57. Violating any provision of Chapter 17.8 (§ 59.1-207.45 et seq.).
- 155 B. Nothing in this section shall be construed to invalidate or make unenforceable any contract or
- 156 lease solely by reason of the failure of such contract or lease to comply with any other law of the
- 157 Commonwealth or any federal statute or regulation, to the extent such other law, statute, or regulation
- 158 provides that a violation of such law, statute, or regulation shall not invalidate or make unenforceable
- 159 such contract or lease.

CHAPTER 17.8.

AUTOMATIC RENEWAL OFFERS AND CONTINUOUS SERVICE OFFERS.

§ 59.1-207.45. Definitions.

As used in this chapter, unless the context requires a different meaning:

"Automatic renewal" means a plan or arrangement in which a paid subscription or purchasing agreement is automatically renewed at the end of a definite term for a subsequent term.

"Automatic renewal offer terms" means the following clear and conspicuous disclosures:

- 1. That the subscription or purchasing agreement will continue until the consumer cancels;
- 2. The description of the cancellation policy that applies to the offer;
- 3. The recurring charges that will be charged to the consumer's credit or debit card or payment account with a third party as part of the automatic renewal plan or arrangement and that the amount of the charge may change, if that is the case, and the amount to which the charge will change, if known;
- 4. The length of the automatic renewal term or that the service is continuous, unless the length of the term is chosen by the consumer; and
- 5. The minimum purchase obligation, if any.

"Clear and conspicuous" or "clearly and conspicuously" means in larger type than the surrounding text, or in contrasting type, font, or color to the surrounding text of the same size, or set off from the surrounding text of the same size by symbols or other marks, in a manner that clearly calls attention to the language. In the case of an audio disclosure, "clear and conspicuous" or "clearly and conspicuously" means in a volume and cadence sufficient to be readily audible and understandable.

"Consumer" means any individual who seeks or acquires, by purchase or lease, any goods, services, money, or credit for personal, family, or household purposes.

182 "Continuous service" means a plan or arrangement in which a subscription or purchasing agreement  
183 continues until the consumer cancels the service.

184 "Supplier" has the same meaning ascribed thereto in § 59.1-198.

185 **§ 59.1-207.46. Making automatic renewal or continuous service offer to consumer; affirmative**  
186 **consent required; disclosures; prohibited conduct.**

187 A. No supplier making an automatic renewal or continuous service offer to a consumer in the  
188 Commonwealth shall do any of the following:

189 1. Fail to present the automatic renewal offer terms or continuous service offer terms in a clear and  
190 conspicuous manner before the subscription or purchasing agreement is fulfilled and in visual proximity,  
191 or in the case of an offer conveyed by voice, in temporal proximity, to the request for consent to the  
192 offer.

193 2. Charge the consumer's credit or debit card or the consumer's account with a third party for an  
194 automatic renewal or continuous service without first obtaining the consumer's affirmative consent to the  
195 agreement containing the automatic renewal offer terms or continuous service offer terms.

196 3. Fail to provide an acknowledgment that includes the automatic renewal or continuous service  
197 offer terms, cancellation policy, and information regarding how to cancel in a manner that is capable of  
198 being retained by the consumer. If the offer includes a free trial, the supplier shall also disclose in the  
199 acknowledgment how to cancel and allow the consumer to cancel before the consumer pays for the  
200 goods or services.

201 B. A supplier making automatic renewal or continuous service offers shall provide a toll-free  
202 telephone number, an electronic mail address, a postal address only when the supplier directly bills the  
203 consumer, or another cost-effective, timely, and easy-to-use mechanism for cancellation that shall be  
204 described in the acknowledgment specified in subdivision A 3.

205 C. In the case of a material change in the terms of the automatic renewal or continuous service offer  
206 that has been accepted by a consumer in the Commonwealth, the supplier shall provide the consumer  
207 with a clear and conspicuous notice of the material change and provide information regarding how to  
208 cancel in a manner that is capable of being retained by the consumer.

209 D. The requirements of this section shall apply only prior to the completion of the initial order for  
210 the automatic renewal or continuous service, except:

211 1. The requirement in subdivision A 3 may be fulfilled after completion of the initial order; and

212 2. The requirement in subsection C shall be fulfilled prior to implementation of the material change.

213 **§ 59.1-207.47. When goods, wares, merchandise, or products deemed a gift.**

214 In any case in which a supplier sends any goods, wares, merchandise, or products to a consumer  
215 under a continuous service agreement or automatic renewal of a purchase without first obtaining the  
216 consumer's affirmative consent as described in § 59.1-207.46, the goods, wares, merchandise, or  
217 products shall for all purposes be deemed an unconditional gift to the consumer, who may use or  
218 dispose of the same in any manner he sees fit without any obligation whatsoever on the consumer's part  
219 to the supplier, including any obligation or responsibility for shipping any goods, wares, merchandise,  
220 or products to the supplier.

221 **§ 59.1-207.48. Exemptions.**

222 This chapter shall not apply to:

223 1. Any service provided by a supplier or its affiliate where either the supplier or its affiliate is doing  
224 business pursuant to a franchise issued by a political subdivision of the Commonwealth or a license,  
225 franchise, certificate, or other authorization issued by the State Corporation Commission;

226 2. Any service provided by a supplier or its affiliate where either the supplier or its affiliate is  
227 regulated by the State Corporation Commission, the Federal Communications Commission, or the  
228 Federal Energy Regulatory Commission;

229 3. Alarm company operators that are regulated pursuant to § 15.2-911;

230 4. A bank, bank holding company, or the subsidiary or affiliate of either, or a credit union or other  
231 financial institution, licensed under federal or state law;

232 5. Any home protection company regulated by the State Corporation Commission pursuant to  
233 Chapter 26 (§ 38.2-2600 et seq.) of Title 38.2; or

234 6. Any home service contract provider regulated by the Department of Agriculture and Consumer  
235 Services pursuant to Chapter 33.1 (§ 59.1-434.1 et seq.).

236 **§ 59.1-207.49. Enforcement; penalties.**

237 Any violation of this chapter shall constitute a prohibited practice under the provisions of § 59.1-200  
238 and shall be subject to the enforcement provisions of the Virginia Consumer Protection Act (§ 59.1-196  
239 et seq.).

240 **2. That the provisions of this act shall become effective on January1, 2019.**