

By Senator Casas

39-825-00

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A bill to be entitled
An act relating to deceptive and unfair trade
practices; creating s. 501.2046, F.S.;
providing that negative option sales and
billing for products, services, and personally
identifiable information are deceptive and
unfair trade practices; providing an effective
date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Section 501.2046, Florida Statutes, is
created to read:

501.2046 Negative options.--It is a violation of this
part for any person doing business in this state to charge or
bill a person for a product or service or to share or sell a
person's personally identifiable information without the
express and conscious authorization of that person.

Section 2. This act shall take effect July 1, 2000.

SENATE SUMMARY

Provides that negative option sales and billing for
products, services, and personally identifiable
information are deceptive and unfair trade practices.