



HB 1663

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A bill to be entitled  
An act relating to the Florida Free Gift Advertising Law; amending s. 817.415, F.S.; requiring persons who offer free merchandise to charge the consumer who accepts such offer no more for shipping and handling than the actual cost incurred by the shipper; providing an effective date.

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

Section 1. Subsection (4) of section 817.415, Florida Statutes, is amended to read:

817.415 Florida Free Gift Advertising Law.--

(4) RESTRICTIONS ON USE OF WORD "FREE."--Any item or portion of an item unconditionally offered as "free" shall in fact be free, without obligation or requirement of consideration in any form, when accepted in writing within the time limit set forth in the advertisement or within a reasonable time, if no time limit is so set. However, any person so receiving and accepting such offer may be required to pay any necessary transportation or delivery charges directly to the United States Postal Service or other regulated public carrier. Such charges, however, may not exceed the actual shipping or handling charges incurred by the person who offers such free merchandise.

Section 2. This act shall take effect July 1, 2003.