

By the Committees on Rules; and Commerce and Tourism; and
Senators Polsky, Pizzo, Smith, and Arrington

595-03658-25

2025846c2

A bill to be entitled
An act relating to advertisements for representation
services; amending s. 117.05, F.S.; prohibiting
notaries public from using specified terms to describe
themselves under certain circumstances; creating s.
117.051, F.S.; creating a civil cause of action for
declaratory or injunctive relief and to recover
damages and attorney fees and costs; creating s.
501.1391, F.S.; requiring certain businesses or
persons offering immigration services to post a
conspicuous notice with a specified statement;
creating a civil cause of action for declaratory or
injunctive relief and to recover damages and attorney
fees and costs; providing an effective date.

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

Section 1. Subsection (11) of section 117.05, Florida
Statutes, is amended, and subsection (10) of that section is
republished, to read:

117.05 Use of notary commission; unlawful use; notary fee;
seal; duties; employer liability; name change; advertising;
photocopies; penalties.—

(10) A notary public who is not an attorney who advertises
the services of a notary public in a language other than
English, whether by radio, television, signs, pamphlets,
newspapers, or other written communication, with the exception
of a single desk plaque, shall post or otherwise include with
the advertisement a notice in English and in the language used

595-03658-25

2025846c2

for the advertisement. The notice shall be of a conspicuous size, if in writing, and shall state: "I AM NOT AN ATTORNEY LICENSED TO PRACTICE LAW IN THE STATE OF FLORIDA, AND I MAY NOT GIVE LEGAL ADVICE OR ACCEPT FEES FOR LEGAL ADVICE." If the advertisement is by radio or television, the statement may be modified but must include substantially the same message.

(11) (a) Literal translation of the phrase "Notary Public" into a language other than English is prohibited in an advertisement for notarial services.

(b) A notary public who is not authorized to represent a person in an immigration matter may not, when advertising his or her notary public services, use the terms notario público, notario, immigration assistant, immigration consultant, or immigration specialist, or any other designation or title, in any language, which conveys or implies that he or she possesses professional legal skills in immigration law.

Section 2. Section 117.051, Florida Statutes, is created to read:

117.051 Civil cause of action.—A person aggrieved by a violation of s. 117.05(10) or (11) has a civil cause of action against the entity violating such provision for, where appropriate:

(1) Declaratory or injunctive relief.

(2) Actual damages.

(3) Reasonable attorney fees and costs.

Section 3. Section 501.1391, Florida Statutes, is created to read:

501.1391 Fraud prevention in the advertisement of immigration services.—

595-03658-25

2025846c2

59 (1) A business or person offering immigration services,
60 other than a person holding an active license to practice law in
61 this state or otherwise permitted to practice law or represent
62 others under federal law in an immigration matter, must post on
63 the business's or person's main website and at the business's or
64 person's place of business, in English and in every other
65 language in which the business or person provides or offers
66 immigration services, conspicuous notices with the following
67 statement:

68
69 I AM NOT AN ATTORNEY LICENSED TO PRACTICE LAW AND MAY
70 NOT GIVE LEGAL ADVICE OR ACCEPT FEES FOR LEGAL ADVICE.
71 I AM NOT ACCREDITED TO REPRESENT YOU IN IMMIGRATION
72 MATTERS.

73
74 (2) A person aggrieved by a violation of subsection (1) has
75 a civil cause of action against the person or business violating
76 such provision for, where appropriate:

- 77 (a) Declaratory or injunctive relief.
78 (b) Actual damages.
79 (c) Reasonable attorney fees and costs.

80 Section 4. This act shall take effect July 1, 2025.