The original instrument was prepared by Michelle D. Ridge. The following digest, which does not constitute a part of the legislative instrument, was prepared by J. W. Wiley.

DIGEST

SB 122 Reengrossed

2016 Regular Session

Barrow

<u>Present law</u> prohibits forms of advertisements that contain any assertion, representation, or statement of fact that are untrue, deceptive, or misleading. Such forms include a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter.

<u>Proposed law</u> retains <u>present law</u> and adds building signage as a prohibited form of advertisement if its content is untrue, deceptive, or misleading.

<u>Proposed law</u> provides that an additional prohibited form of advertising is if a third party online hotel reservation seller charges or attempts to charge any consumer's credit card, debit card, bank account, or other financial account for any good or service sold in a transaction effected on the Internet, unless the third party online hotel reservation seller clearly and conspicuously discloses to the consumer all material terms of the transaction. Further provides for what is included as a material term.

Proposed law defines "third party online hotel reservation seller".

<u>Proposed law</u> provides that a violation of <u>proposed law</u> by a third party online hotel reservation seller will not be considered a violation by the Internet provider.

Effective August 1, 2016.

(Amends R.S. 51:411(A); adds R.S. 51:411(F))

Summary of Amendments Adopted by Senate

Senate Floor Amendments to engrossed bill

1. Adds a prohibited form of advertising by a third party online hotel reservation seller.