

AMENDED IN ASSEMBLY AUGUST 15, 2008

AMENDED IN ASSEMBLY AUGUST 7, 2008

AMENDED IN ASSEMBLY JULY 2, 2008

AMENDED IN ASSEMBLY JUNE 17, 2008

AMENDED IN ASSEMBLY JUNE 9, 2008

AMENDED IN SENATE MAY 6, 2008

AMENDED IN SENATE MARCH 24, 2008

**SENATE BILL**

**No. 1400**

---

---

**Introduced by Senator Simitian**

February 21, 2008

---

---

An act to amend Section 17539.15 of the Business and Professions Code, relating to business.

LEGISLATIVE COUNSEL'S DIGEST

SB 1400, as amended, Simitian. Sweepstakes.

Existing law provides that any person who contrives, prepares, sets up, proposes, or draws any lottery is guilty of a misdemeanor.

Existing law prohibits certain advertising practices, and makes it a crime to violate any of the provisions governing advertising.

Existing law defines "sweepstakes" to mean any procedure for the distribution of anything of value by lot or by chance that is not unlawful. Existing law sets forth specified advertising and solicitation requirements with regard to the operation of sweepstakes or solicitation materials containing sweepstakes entry materials, as specified.

This bill would revise and recast those provisions to, among others, apply those requirements to solicitation materials selling information

regarding sweepstakes. The bill would also prohibit all sweepstakes solicitations from representing that a person has been specially selected, as defined, unless that representation is true. The bill would further prohibit sweepstakes solicitations from making various other misleading or false representations. The bill would also require the official rules for a sweepstakes to disclose information about the date the final winner will be determined. The bill would also prohibit a sweepstakes sponsor, as defined, from charging a fee as a condition of receiving a monetary distribution or obtaining information about a prize or sweepstakes, ~~and would prohibit a sweepstakes sponsor from selling the names or addresses of its customers or participants without their prior express consent.~~

Because this bill would expand the advertising prohibitions described above, the violation of which would be a crime, the bill would impose a state-mandated local program.

The California Constitution requires the state to reimburse local agencies and school districts for certain costs mandated by the state. Statutory provisions establish procedures for making that reimbursement.

This bill would provide that no reimbursement is required by this act for a specified reason.

Vote: majority. Appropriation: no. Fiscal committee: yes.  
State-mandated local program: yes.

*The people of the State of California do enact as follows:*

1 SECTION 1. Section 17539.15 of the Business and Professions  
2 Code is amended to read:  
3 17539.15. (a) Solicitation materials containing sweepstakes  
4 entry materials or solicitation materials selling information  
5 regarding sweepstakes shall not represent, taking into account the  
6 context in which the representation is made, including, without  
7 limitation, emphasis, print, size, color, location, and presentation  
8 of the representation and any qualifying language, that a person  
9 is a winner or has already won a prize or any particular prize unless  
10 that person has in fact won a prize or any particular prize. If the  
11 representation is made on or visible through the mailing envelope  
12 containing the sweepstakes materials, the context in which the  
13 representation is to be considered, including any qualifying  
14 language, shall be limited to what appears on, appears from, or is  
15 visible through, the mailing envelope.

1 (b) Solicitation materials containing sweepstakes entry materials  
2 or solicitation materials selling information regarding sweepstakes  
3 shall include a clear and conspicuous statement of the  
4 no-purchase-or-payment-necessary message, in readily  
5 understandable terms, in the official rules included in those  
6 solicitation materials and, if the official rules do not appear thereon,  
7 on the entry-order device included in those solicitation materials.  
8 The no-purchase-or-payment-necessary message included in the  
9 official rules shall be set out in a separate paragraph in the official  
10 rules and be printed in capital letters in contrasting typeface not  
11 smaller than the largest typeface used in the text of the official  
12 rules.

13 (c) Sweepstakes entries not accompanied by an order for  
14 products or services shall not be subjected to any disability or  
15 disadvantage in the winner selection process to which an entry  
16 accompanied by an order for products or services would not be  
17 subject.

18 (d) Solicitation materials containing sweepstakes entry materials  
19 or solicitation materials selling information regarding sweepstakes  
20 shall not represent that an entry in the promotional sweepstakes  
21 accompanied by an order for products or services will be eligible  
22 to receive additional prizes or be more likely to win than an entry  
23 not accompanied by an order for products or services or that an  
24 entry not accompanied by an order for products or services will  
25 have a reduced chance of winning a prize in the promotional  
26 sweepstakes.

27 (e) Solicitation materials containing sweepstakes entry materials  
28 or solicitation materials selling information regarding sweepstakes  
29 shall not represent that a person has been specially selected in  
30 connection with a sweepstakes unless it is true.

31 (f) Solicitation materials containing sweepstakes entry materials  
32 or solicitation materials selling information regarding sweepstakes  
33 shall not represent that the person receiving the solicitation has  
34 received any special treatment or personal attention from the  
35 sweepstakes sponsor or any officer, employee, or agent of the  
36 sweepstakes sponsor unless the representation of special treatment  
37 or personal attention is true.

38 (g) Solicitation materials containing sweepstakes entry materials  
39 or solicitation materials selling information regarding sweepstakes  
40 shall not represent that a person is being notified a second or final

1 time of the opportunity to receive or compete for a prize, unless  
2 that representation is true.

3 (h) Solicitation materials containing sweepstakes entry materials  
4 or solicitation materials selling information regarding sweepstakes  
5 shall not represent that a prize notice is urgent or otherwise convey  
6 an impression of urgency by use of description, phrasing on a  
7 mailing envelope, or similar method, unless there is a limited time  
8 period in which the recipient must take some action to claim, or  
9 be eligible to receive, a prize, and the date by which that action is  
10 required is clearly and conspicuously disclosed in the body of the  
11 solicitation materials.

12 (i) Solicitation materials containing sweepstakes entry materials  
13 or solicitation materials selling information regarding sweepstakes  
14 shall not do either of the following:

15 (1) Simulate or falsely represent that it is a document authorized,  
16 issued, or approved by any court, official, or agency of the United  
17 States or any state, or by any lawyer, law firm, or insurance or  
18 brokerage company.

19 (2) Create a false impression as to its source, authorization, or  
20 approval.

21 (j) The official rules for a sweepstakes shall disclose information  
22 about the date or dates the final winner or winners will be  
23 determined.

24 (k) For purposes of this section:

25 (1) “No-purchase-or-payment-necessary message” means the  
26 following statement or a statement substantially similar to the  
27 following statement: “No purchase or payment of any kind is  
28 necessary to enter or win this sweepstakes.”

29 (2) “Official rules” means the formal printed statement, however  
30 designated, of the rules for the promotional sweepstakes appearing  
31 in the solicitation materials. The official rules shall be prominently  
32 identified and all references thereto in any solicitation materials  
33 shall consistently use the designation for the official rules that  
34 appears in those materials. Each sweepstakes solicitation shall  
35 contain a copy of the official rules.

36 (3) “Specially selected” means a representation that a person is  
37 a winner, a finalist, in first place or tied for first place, or otherwise  
38 among a limited group of persons with an enhanced likelihood of  
39 receiving a prize.

1 (l) (1) A sweepstakes sponsor may not charge a fee as a  
2 condition of receiving a monetary distribution or obtaining  
3 information about a prize or sweepstakes.

4 ~~(2) Sweepstakes sponsors are prohibited from selling the names  
5 or addresses of their customers and participants related to  
6 sweepstakes without the prior express consent of their customers  
7 or participants.~~

8 ~~(3)~~

9 (2) (A) For the purposes of this section, “sweepstakes sponsor”  
10 means either of the following:

11 (i) A person or entity that operates or administers a sweepstakes  
12 as defined in paragraph (12) of subdivision (a) of Section 17539.5.

13 (ii) A person or entity that offers, by means of a notice, a prize  
14 to another person in conjunction with any real or purported  
15 sweepstakes that requires or allows, or creates the impression of  
16 requiring or allowing, the person to purchase any goods or services,  
17 or pay any money, as a condition of receiving, or in conjunction  
18 with allowing the person to receive, use, or obtain a prize or  
19 information about a prize.

20 (B) A person or entity that merely furnishes a prize in connection  
21 with a sweepstakes that is operated or administered by another  
22 person or entity shall not be deemed to be a sweepstakes sponsor.

23 SEC. 2. No reimbursement is required by this act pursuant to  
24 Section 6 of Article XIII B of the California Constitution because  
25 the only costs that may be incurred by a local agency or school  
26 district will be incurred because this act creates a new crime or  
27 infraction, eliminates a crime or infraction, or changes the penalty  
28 for a crime or infraction, within the meaning of Section 17556 of  
29 the Government Code, or changes the definition of a crime within  
30 the meaning of Section 6 of Article XIII B of the California  
31 Constitution.