

**Introduced by Senator Hall**

February 27, 2015

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An act to add Section 17538.2 to the Business and Professions Code, relating to business.

LEGISLATIVE COUNSEL'S DIGEST

SB 761, as introduced, Hall. Advertising: Internet.

Existing law prohibits a person, corporation or association, or any employee of a corporation or association, from engaging in advertising practices conducted by specified means of dissemination or publication, including the Internet, where a statement is made or disseminated that is untrue or misleading and which, by the exercise of reasonable care, should be known to be untrue or misleading. Existing law requires a vendor conducting business through the Internet or any other electronic means of communication, when a transaction involves a buyer in this state, to disclose to the buyer the vendor's return and refund policy and various other information. A violation of these provisions is a crime.

This bill would state the intent of the Legislature to enact legislation that would require an operator of a commercial Internet Web site that meets specified criteria to provide public disclosures and consumer protections when presenting or offering to consumers vacation home rentals or temporary living spaces.

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

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

- 1 SECTION 1. Section 17538.2 is added to the Business and
- 2 Professions Code, to read:

1 17538.2. It is the intent of the Legislature to enact legislation  
2 that would require an operator of a commercial Internet Web site  
3 that meets specified criteria to provide public disclosures and  
4 consumer protections when presenting or offering to consumers  
5 vacation home rentals or temporary living spaces.

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