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HOUSE BILL 1471

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State of Washington                      56th Legislature                      1999 Regular Session

By Representatives Conway, Crouse, Wood, Poulsen, Kessler and Thomas

Read first time 01/26/1999. Referred to Committee on Commerce & Labor.

1            AN ACT Relating to unfair trade practices regarding business  
2 telephone listings; and adding a new chapter to Title 19 RCW.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4            NEW SECTION.    **Sec. 1.**    The definitions in this section apply  
5 throughout this chapter unless the context clearly requires otherwise.

6            (1) "Local telephone directory" means a publication listing  
7 telephone numbers for various businesses in a certain geographic area  
8 and distributed free of charge to some or all telephone subscribers in  
9 that area.

10           (2) "Local telephone number" means a telephone number that can be  
11 dialed without incurring long distance charges from telephones located  
12 within the area covered by the local telephone directory in which the  
13 number is listed. The term does not include long distance numbers or  
14 800 or 900 exchange numbers listed in a local telephone directory.

15           (3) "Person" means an individual, partnership, limited liability  
16 partnership, corporation, or limited liability corporation.

17           NEW SECTION.    **Sec. 2.**    No person engaged in the selling of goods or  
18 services may misrepresent his, her, or its geographic location by:

1 (1) Listing a local telephone number in a local telephone directory  
2 if:

3 (a) Calls to the telephone number are routinely forwarded or  
4 otherwise transferred to a business location that is outside the  
5 calling area covered by the local telephone directory; and

6 (b) The listing fails to conspicuously disclose the locality and  
7 state in which the business is located; or

8 (2) Listing a business name in a local telephone directory if:

9 (a) The name misrepresents the business's geographic location; and

10 (b) The listing fails to disclose the locality and state in which  
11 the business is located.

12 NEW SECTION. **Sec. 3.** The legislature finds that the practices  
13 covered by this chapter are matters vitally affecting the public  
14 interest for the purpose of applying the consumer protection act,  
15 chapter 19.86 RCW. Violations of this chapter are not reasonable in  
16 relation to the development and preservation of business. A violation  
17 of this chapter is an unfair or deceptive act in trade or commerce and  
18 an unfair method of competition for the purpose of applying the  
19 consumer protection act, chapter 19.86 RCW.

20 NEW SECTION. **Sec. 4.** Sections 1 through 3 of this act constitute  
21 a new chapter in Title 19 RCW.

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