

SB 5719 - DIGEST

Requires the attorney general to establish and maintain a do not mail registry. The registry is a list of consumers who do not wish to receive unsolicited direct mail marketing. The attorney general may contract with a private vendor to establish and maintain the registry.

Provides that no direct mail marketer shall mail or cause to be mailed any unsolicited direct mail marketing to any consumer more than thirty days after the consumer's name and address appears on the then current quarterly do not mail registry made available by the attorney general.

Directs the attorney general to provide notice to consumers of the establishment of the do not mail registry. Any consumer who wishes to be included in the registry must notify the attorney general.

Declares that violations of this act are punishable by a fine of two thousand dollars for each violation.

Authorizes the attorney general to bring an action to enforce compliance with this act.