
Business & Financial Services Committee

HB 1422

Brief Description: Concerning misrepresentation of a floral product business's geographic location.

Sponsors: Representatives Scott, Griffey and Condotta.

Brief Summary of Bill

- Prohibits floral businesses from misrepresenting the location of their business on an Internet website by using a local telephone number or business name that misrepresents the geographic location of the business unless the actual location is conspicuously disclosed.

Hearing Date: 2/3/15

Staff: Linda Merelle (786-7092).

Background:

In 1999 the Legislature enacted provisions that prohibited florists from misrepresenting their geographic location. Under the law, where there is no conspicuous disclosure of the locality and state where the business is actually located, a floral business may not misrepresent its location by:

- listing a local telephone number in a local telephone directory if the calls to the number are routinely forwarded or otherwise transferred to a business location outside of the calling area covered by the directory; or
- listing a business name in a local telephone directory if the name misrepresents the business's geographic location.

A violation of these provisions is an unfair or deceptive act in trade or commerce and an unfair method of competition in violation of the Consumer Protection Act.

Summary of Bill:

This analysis was prepared by non-partisan legislative staff for the use of legislative members in their deliberations. This analysis is not a part of the legislation nor does it constitute a statement of legislative intent.

The core prohibitions enacted in 1999 remain the same with the added condition that florists are not permitted to list a local telephone number on an Internet website if calls to that number are routinely forwarded to a location that is outside of the calling area implied by the telephone number and the website fails to conspicuously disclose the locality and state where the business is located.

Florists also may not list on an Internet website a business name that misrepresents the location of their business if the website fails to conspicuously disclose the location of the business.

Appropriation: None.

Fiscal Note: Available.

Effective Date: The bill takes effect 90 days after adjournment of the session in which the bill is passed.