

1 H.254
2 Introduced by Representatives Botzow of Pownal and Marcotte of Coventry
3 Referred to Committee on
4 Date:
5 Subject: Commerce and trade; consumer protection
6 Statement of purpose: This bill proposes to implement new consumer
7 protections relating to goods and services appearing on a telephone bill, to
8 discount membership programs, to security breach notices, and to change the
9 name of the consumer fraud act to the consumer protection act.

10 An act relating to consumer protection

11 It is hereby enacted by the General Assembly of the State of Vermont:

12 ~~Sec. 1. 9 V.S.A. § 2466 is amended to read:~~

13 ~~§ 2466. GOODS AND SERVICES APPEARING ON TELEPHONE BILL~~

14 ~~(a) No Except as provided in subsection (f) of this section, a seller shall not~~
15 ~~bill a consumer for goods or services that will appear as a charge on the~~
16 ~~person's local telephone bill without the consumer's express authorization.~~

17 ~~(b) No later than the tenth business day after a seller has entered into a~~
18 ~~contract or other agreement with a consumer to sell or lease or otherwise~~
19 ~~provide for consideration goods or services that will appear as a charge on the~~

1 ~~consumer's local telephone bill, the seller shall send, or cause to be sent, to the~~
2 ~~consumer, by first class mail, postage prepaid, a notice of the contract or~~
3 ~~agreement.~~

4 ~~(e) The notice shall clearly and conspicuously disclose:~~

5 ~~(1) The nature of the goods or services to be provided;~~

6 ~~(2) The cost of the goods or services;~~

7 ~~(3) Information on how the consumer may cancel the contract or~~
8 ~~agreement;~~

9 ~~(4) The consumer assistance address and telephone number specified by~~
10 ~~the attorney general;~~

11 ~~(5) That the charges for the goods or services may appear on the~~
12 ~~consumer's local telephone bill; and~~

13 ~~(6) Such other information as the attorney general may prescribe by rule.~~

14 ~~(d) The notice shall be a separate document sent for the sole purpose of~~
15 ~~providing to the consumer the information required by subsection (c) of this~~
16 ~~section. The notice shall not be combined with any sweepstakes offer or other~~
17 ~~inducement to purchase goods or services.~~

18 ~~(e) The sending of the notice required by this section is not a defense to a~~
19 ~~claim that a consumer did not consent to enter into the contract or agreement.~~

1 ~~(f) No person shall arrange on behalf of a seller of goods or services, directly~~
2 ~~or through an intermediary, with a local exchange carrier, to bill a consumer~~
3 ~~for goods or services unless the seller complies with this section. This~~
4 ~~prohibition applies, but is not limited, to persons who aggregate consumer~~
5 ~~billings for a seller and to persons who serve as a clearinghouse for aggregated~~
6 ~~billings.~~

7 ~~(g)(c) Failure to comply with this section is an unfair and deceptive act and~~
8 ~~practice in commerce under this chapter.~~

9 ~~(h)(d) The attorney general may make rules and regulations to carry out the~~
10 ~~purposes of this section.~~

11 ~~(i)(e) Nothing in this section limits the liability of any person under~~
12 ~~existing statutory or common law.~~

13 ~~(j)(f) This section does not apply to sellers regulated by billing for goods or~~
14 ~~services marketed or sold by persons subject to the jurisdiction of the Vermont~~
15 ~~public service board under Title 30, other than section 231a of Title 30~~
16 ~~30 V.S.A. § 203, but this section does apply to billing aggregators described in~~
17 ~~30 V.S.A. § 231a. Nothing in this section affects any rule issued by the~~
18 ~~Vermont public service board.~~

1 ~~Sec. 2. 9 V.S.A. chapter 63, subchapter 1C is added to read:~~

2 Subchapter 1C. Discount Membership Programs

3 § 2470aa. DEFINITIONS

4 In this subchapter:

5 (1) “Billing information” means any data that enables a seller of a
6 discount membership program to access a consumer’s credit or debit card,
7 bank, or other account, but does not include the consumer’s name, e-mail
8 address, telephone number, or mailing address. For credit card and debit card
9 accounts, billing information includes the full account number, card type, and
10 expiration date, and, if necessary, the security code. For accounts at a financial
11 institution, “billing information” includes the full account number and routing
12 number, and, if necessary, the name of the financial institution holding the
13 account.

14 (2) A “discount membership program” is a program that entitles
15 consumers to receive discounts on the purchase of goods or services or both, in
16 whole or in part, from any third party.

17 § 2470bb. APPLICABILITY

18 A discount membership program is a good or service within the meaning of
19 subsection 2451a(b) of this chapter. This subchapter applies only to persons
20 who are regularly and primarily engaged in trade or commerce in this state in
21 connection with offering or selling discount membership programs.

1 ~~§ 2470ee. REQUIRED DISCLOSURES; CONSENT~~

2 ~~(a) No person shall charge or attempt to charge a consumer for a discount~~
3 ~~membership program, or to renew a discount membership program beyond the~~
4 ~~term expressly agreed to by the consumer or the term permitted under section~~
5 ~~2470ff of this title, whichever is shorter, unless:~~

6 ~~(1) Before obtaining the consumer's billing information, the person has~~
7 ~~clearly and conspicuously disclosed to the consumer all material terms of the~~
8 ~~transaction, including:~~

9 ~~(A) A description of the types of goods and services on which a~~
10 ~~discount is available;~~

11 ~~(B) The name of the discount membership program and the name and~~
12 ~~address of the seller of the program;~~

13 ~~(C) The amount, or a good faith estimate, of the typical discount on~~
14 ~~each category of goods and services;~~

15 ~~(D) The cost of the program, including the amount of any periodic~~
16 ~~charges, how often such charges are imposed, and the method of payment;~~

17 ~~(E) The right to cancel and to terminate the program, which shall be~~
18 ~~no more restrictive than as required by section 2470ee of this subchapter, and a~~
19 ~~toll-free telephone number and e-mail address that can be used to cancel~~
20 ~~the membership;~~

1 ~~(F) The maximum length of membership, as described in section~~
2 ~~2470ff of this subchapter;~~

3 (G) In the event that the program is offered on the Internet through a
4 link or referral from another business's website, the fact that the seller is not
5 affiliated with that business; and

6 (2) The person has received express informed consent for the charge
7 from the consumer whose credit or debit card, bank, or other account will be
8 charged, by:

9 (A) Obtaining from the consumer:

10 (i) the consumer's billing information; and

11 (ii) the consumer's name and address and a means to contact the
12 consumer; and

13 (B) Requiring the consumer to perform an additional affirmative
14 action, such as clicking on an online confirmation button, checking an online
15 box that indicates the consumer's consent to be charged the amount disclosed,
16 or expressly giving consent over the telephone.

17 (b) A person who sells discount membership programs shall retain
18 evidence of a consumer's express informed consent for at least three years
19 after the consent is given.

1 ~~§ 2470dd. PERIODIC NOTICES~~

2 ~~(a) A person who periodically charges a consumer for a discount~~
3 ~~membership program shall send the consumer a notice of the charge no less~~
4 ~~frequently than every three months from the date of initial enrollment that~~
5 ~~clearly and conspicuously discloses:~~

6 ~~(1) A description of the program;~~

7 ~~(2) The name of the discount membership program and the name and~~
8 ~~address of the seller of the program;~~

9 ~~(3) The cost of the program, including the amount of any periodic~~
10 ~~charges, how often such charges are imposed, and the method of payment;~~

11 ~~(4) The right to cancel and to terminate the program, which shall be no~~
12 ~~more restrictive than as required by section 2470ee of this subchapter, and a~~
13 ~~toll-free number and e-mail address that can be used to cancel the~~
14 ~~membership; and~~

15 ~~(5) The maximum length of membership, as described in section 2470ff~~
16 ~~of this subchapter.~~

17 ~~(b) The notice specified in subsection (a) of this section:~~

18 ~~(1) Shall be sent:~~

19 ~~(A) To the consumer's last known e-mail address, if the consumer~~
20 ~~enrolled in the discount membership program online or by e-mail, with the~~
21 ~~subject line, "IMPORTANT INFORMATION ABOUT YOUR DISCOUNT~~

1 ~~PROGRAM BILLING," or substantially similar words, provided that the~~

2 ~~sender takes reasonable steps to verify that the e-mail has been opened; or~~

3 ~~(B) Otherwise by first-class mail to the consumer's last known~~

4 ~~mailing address, with the heading on the enclosure and outside envelope,~~

5 ~~"IMPORTANT INFORMATION ABOUT YOUR DISCOUNT PROGRAM~~

6 ~~BILLING," or substantially similar words; and~~

7 ~~(2) Shall not include any solicitation or advertising.~~

8 ~~§ 2470ee. CANCELLATION AND TERMINATION~~

9 ~~(a) In addition to any other right to revoke an offer, a consumer may cancel~~

10 ~~the purchase of a discount membership program until midnight on the 30th day~~

11 ~~after the date the consumer has given express informed consent to be charged~~

12 ~~for the program.~~

13 ~~(b) Notice of cancellation shall be deemed given when deposited in a~~

14 ~~mailbox properly addressed and postage prepaid or when e-mailed to the~~

15 ~~e-mail address of the seller of the discount membership program.~~

16 ~~(c) In addition to the right to cancel described in this subchapter, a~~

17 ~~consumer may terminate a discount membership program at any time by~~

18 ~~providing notice to the seller by one of the methods described in this section.~~

19 ~~In that case, the consumer shall not be obligated to make any further payments~~

20 ~~under the program and shall not be entitled to any discounts under the program~~

21 ~~for any period of time after the last month for which payment has been made.~~

1 ~~(d) If the seller of a discount membership program cancels the program for~~
2 ~~any reason other than nonpayment by the consumer, the seller shall make pro~~
3 ~~rata reimbursement to the consumer of all periodic charges paid by the~~
4 ~~consumer for periods of time after cancellation. Prior to such cancellation, the~~
5 ~~seller shall first provide reasonable notice and an explanation of the~~
6 ~~cancellation in writing to the consumer.~~

7 § 2470ff. MAXIMUM LENGTH OF PLAN

8 No person shall sell, or offer for sale, a discount membership program
9 lasting longer than 18 months.

10 § 2470gg. BILLING INFORMATION

11 No person who offers or sells discount membership programs shall obtain
12 billing information relating to a consumer except directly from the consumer.

13 § 2470hh. VIOLATIONS

14 (a) A violation of this subchapter is deemed to be a violation of section
15 2453 of this title.

16 (b) The attorney general has the same authority to make rules, conduct
17 civil investigations, enter into assurances of discontinuance, and bring civil
18 actions as is provided under subchapter 1 of this chapter.

19 Sec. 3. 9 V.S.A. § 2435 is amended to read:

20 § 2435. NOTICE OF SECURITY BREACHES

21 (a) This section shall be known as the Security Breach Notice Act.

1 ~~(b) Notice of breach.~~

2 (1) Except as set forth in subsection (d) of this section, any data
3 collector that owns or licenses computerized personal information that includes
4 personal information concerning a consumer shall notify the consumer that
5 there has been a security breach following discovery or notification to the data
6 collector of the breach. Notice of the security breach shall be made in the most
7 expedient time possible and without unreasonable delay, consistent with the
8 legitimate needs of the law enforcement agency, as provided in subdivision ~~(3)~~
9 (4) of this subsection, or with any measures necessary to determine the scope
10 of the security breach and restore the reasonable integrity, security, and
11 confidentiality of the data system.

12 (2) Any data collector that maintains or possesses computerized data
13 containing personal information of a consumer that the business data collector
14 does not own or license or any data collector that acts or conducts business in
15 Vermont that maintains or possesses records or data containing personal
16 information that the data collector does not own or license shall notify the
17 owner or licensee of the information of any security breach immediately
18 following discovery of the breach, consistent with the legitimate needs of law
19 enforcement as provided in subdivision ~~(3)~~(4) of this subsection.

20 (3) In the most expedient time possible and unless delay is necessary to
21 determine the scope of the security breach under subdivision (1) of this

1 ~~subsection or is requested by law enforcement pursuant to subdivision (4) of~~
2 ~~this subsection, a data collector or other entity subject to this subchapter, other~~
3 ~~than a person or entity licensed or registered with the department of banking,~~
4 ~~insurance, securities, and health care administration under Title 8 or this title,~~
5 ~~shall provide the attorney general's office notice of a security breach, notice of~~
6 ~~the number of Vermont consumers affected if known to the data collector, and~~
7 ~~a copy of the notice provided to a consumer under subdivision (1) of this~~
8 ~~subsection.~~

9 (4) The notice to a consumer required by this subsection shall be
10 delayed upon request of a law enforcement agency. A law enforcement agency
11 may request the delay if it believes that notification may impede a law
12 enforcement investigation, or a national or homeland security investigation or
13 jeopardize public safety or national or homeland security interests. In the
14 event law enforcement makes the request in a manner other than in writing, the
15 data collector shall document such request contemporaneously in writing,
16 including the name of the law enforcement officer making the request and the
17 officer's law enforcement agency engaged in the investigation. A law
18 enforcement agency shall promptly notify the data collector when the law
19 enforcement agency no longer believes that notification may impede a law
20 enforcement investigation, or a national or homeland security investigation or
21 jeopardize public safety or national or homeland security interests. The data

1 ~~collector shall provide notice required by this section without unreasonable~~
2 ~~delay upon receipt of a written communication, which includes facsimile or~~
3 ~~electronic communication, from the law enforcement agency withdrawing its~~
4 ~~request for delay.~~

5 ~~(4)(5) The notice to a consumer shall be clear and conspicuous. The~~
6 ~~notice shall include a description of each of the following, if known to the data~~
7 ~~collector:~~

8 ~~(A) The incident in general terms.~~

9 ~~(B) The type of personal information that was subject to the~~
10 ~~unauthorized access or acquisition security breach.~~

11 ~~(C) The general acts of the business data collector to protect the~~
12 ~~personal information from further unauthorized access or acquisition.~~

13 ~~(D) A toll-free telephone number that the consumer may call for~~
14 ~~further information and assistance.~~

15 ~~(E) Advice that directs the consumer to remain vigilant by reviewing~~
16 ~~account statements and monitoring free credit reports.~~

17 ~~(F) The date or dates of the security breach and the date of the data~~
18 ~~collector's discovery of the security breach.~~

19 ~~(5)(6) For purposes of this subsection, notice to consumers may be~~
20 ~~provided by one of the following methods:~~

21 * * *

1 ~~Sec. 4. 9 V.S.A. chapter 63 is amended to read:~~

2 Chapter 63. CONSUMER ~~FRAUD~~ FRAUD PROTECTION

3 * * *

4 § 2453. PRACTICES PROHIBITED; ANTITRUST AND CONSUMER
5 FRAUD PROTECTION

6 * * *

7 § 2461e. REQUIREMENTS FOR GUARANTEED PRICE PLANS AND
8 PREPAID CONTRACTS

9 (d) Private right of action under consumer ~~fraud~~ protection act. In addition
10 to the remedies set forth in sections 2458 and 2461 of this title, a home heating
11 oil, kerosene, or liquefied petroleum gas dealer may bring an action against its
12 heating oil, kerosene, or liquefied petroleum gas suppliers for failing to honor
13 its contract with the home heating oil, kerosene, or liquefied petroleum gas
14 dealer. The home heating oil, kerosene, or liquefied petroleum gas dealer
15 bringing the action may recover all remedies available to consumers under
16 subsection 2461(b) of this title.

17 * * *

18 § 2480q. PENALTIES

19 (a) The following penalties shall apply to violations of this subchapter:

20 * * *

1 (3) A violation of section 2480p of this subchapter shall be deemed a
2 violation of ~~chapter 63~~ section 2453 of this title, ~~the Consumer Fraud Act~~. The
3 attorney general has the same authority to conduct civil investigations, enter
4 into assurances of discontinuance, and bring civil actions as provided under
5 subchapter 1 ~~of chapter 63~~ of this ~~title~~ chapter.

6 * * *

7 Sec. 5. AMENDMENT OF TERM "CONSUMER FRAUD" TO READ
8 "CONSUMER PROTECTION"

9 In each of the following sections, the term "consumer fraud" is deleted
10 wherever it appears and the term "consumer protection" is inserted in lieu
11 thereof: 7 V.S.A. § 1010; 8 V.S.A. §§ 2706, 2709, and 2764; 9 V.S.A. § 2471;
12 18 V.S.A. §§ 1511, 1512, 4086, 4631, 4633, 4634, and 9473;
13 20 V.S.A. § 2757; and 33 §§ 1923 and 2010.

14 Sec. 6. EFFECTIVE DATE This act shall take effect July 1, 2011.

Sec. 1. 9 V.S.A. § 2466 is amended to read:

§ 2466. GOODS AND SERVICES APPEARING ON TELEPHONE BILL

(a) ~~No~~ Except as provided in subsection (f) of this section, a seller shall not bill a consumer for goods or services that will appear as a charge on the person's local telephone bill without the consumer's express authorization bill for telephone service provided by any local exchange carrier.

(b) ~~No later than the tenth business day after a seller has entered into a contract or other agreement with a consumer to sell or lease or otherwise provide for consideration goods or services that will appear as a charge on the consumer's local telephone bill, the seller shall send, or cause to be sent, to the consumer, by first-class mail, postage prepaid, a notice of the contract or agreement.~~

~~(c) The notice shall clearly and conspicuously disclose:~~

~~(1) The nature of the goods or services to be provided;~~

~~(2) The cost of the goods or services;~~

~~(3) Information on how the consumer may cancel the contract or agreement;~~

~~(4) The consumer assistance address and telephone number specified by the attorney general;~~

~~(5) That the charges for the goods or services may appear on the consumer's local telephone bill; and~~

~~(6) Such other information as the attorney general may prescribe by rule.~~

~~(d) The notice shall be a separate document sent for the sole purpose of providing to the consumer the information required by subsection (c) of this section. The notice shall not be combined with any sweepstakes offer or other inducement to purchase goods or services.~~

~~(e) The sending of the notice required by this section is not a defense to a claim that a consumer did not consent to enter into the contract or agreement.~~

~~(f) No person shall arrange on behalf of a seller of goods or services, directly or through an intermediary, with a local exchange carrier, to bill a consumer for goods or services unless the seller complies with this section. This prohibition applies, but is not limited, to persons who aggregate consumer billings for a seller and to persons who serve as a clearinghouse for aggregated billings.~~

~~(g)(c) Failure to comply with this section is an unfair and deceptive act and practice in commerce under this chapter.~~

~~(h)(d) The attorney general may make rules and regulations to carry out the purposes of this section.~~

~~(i)(e) Nothing in this section limits the liability of any person under existing statutory or common law.~~

~~(j)(f)(1) This section shall apply to billing aggregators described in 30 V.S.A. § 231a, but shall does not apply to: sellers regulated by~~

~~(A) billing for goods or services marketed or sold by persons subject to the jurisdiction of the Vermont public service board under Title 30, other than section 231a of Title 30 30 V.S.A. § 203;~~

(B) billing for direct dial or dial around services initiated from the consumer's telephone; or

(C) operator-assisted telephone calls, collect calls, or telephone services provided to facilitate communication to or from correctional center inmates.

(2) Nothing in this section affects any rule issued by the Vermont public service board.

Sec. 2. 9 V.S.A. chapter 63, subchapter 1C is added to read:

Subchapter 1C. Discount Membership Programs

§ 2470aa. DEFINITIONS

In this subchapter:

(1) "Billing information" means any data that enables a seller of a discount membership program to access a consumer's credit or debit card, bank, or other account, but does not include the consumer's name, e-mail address, telephone number, or mailing address. For credit card and debit card accounts, billing information includes the full account number, card type, and expiration date, and, if necessary, the security code. For accounts at a financial institution, "billing information" includes the full account number and routing number, and, if necessary, the name of the financial institution holding the account.

(2) A "discount membership program" is a program that entitles consumers to receive discounts, rebates, rewards, or similar incentives on the purchase of goods or services or both, in whole or in part, from any third party.

§ 2470bb. APPLICABILITY

A discount membership program is a good or service within the meaning of subsection 2451a(b) of this chapter. This subchapter applies only to persons who are regularly and primarily engaged in trade or commerce in this state in connection with offering or selling discount membership programs. This subchapter shall not apply to an electronic payment system, as defined in 9 V.S.A. 2480o, or to a financial institution, as defined in 8 V.S.A. 11101(32).

§ 2470cc. REQUIRED DISCLOSURES; CONSENT

(a) No person shall charge or attempt to charge a consumer for a discount membership program, or to renew a discount membership program beyond the term expressly agreed to by the consumer or the term permitted under section 2470ff of this title, whichever is shorter, unless:

(1) Before obtaining the consumer's billing information, the person has clearly and conspicuously disclosed to the consumer all material terms of the transaction, including:

(A) A description of the types of goods and services on which a discount is available;

(B) The name of the discount membership program and the name and address of the seller of the program;

(C) The amount, or a good faith estimate, of the typical discount on each category of goods and services;

(D) The cost of the program, including the amount of any periodic charges, how often such charges are imposed, and the method of payment;

(E) The right to cancel and to terminate the program, which shall be no more restrictive than as required by section 2470ee of this subchapter, and a toll-free telephone number and e-mail address that can be used to cancel the membership;

(F) The maximum length of membership, as described in section 2470ff of this subchapter;

(G) In the event that the program is offered on the Internet through a link or referral from another business's website, the fact that the seller is not affiliated with that business;

(H) The fact that periodic notices of the program billings will be emailed or mailed to the consumer, as the case may be, consistent with section 2470dd of this title; and

(2) The person has received express informed consent for the charge from the consumer whose credit or debit card, bank, or other account will be charged, by:

(A) Obtaining from the consumer:

(i) the consumer's billing information; and

(ii) the consumer's name and address and a means to contact the consumer; and

(B) Requiring the consumer to perform an additional affirmative action, such as clicking on an online confirmation button, checking an online box that indicates the consumer's consent to be charged the amount disclosed, or expressly giving consent over the telephone.

(b) A person who sells discount membership programs shall retain evidence of a consumer's express informed consent for at least three years after the consent is given.

§ 2470dd. PERIODIC NOTICES

(a) A person who periodically charges a consumer for a discount membership program shall send the consumer a notice of the charge no less frequently than every three months from the date of initial enrollment that clearly and conspicuously discloses:

(1) A description of the program;

(2) The name of the discount membership program and the name and address of the seller of the program;

(3) The cost of the program, including the amount of any periodic charges, how often such charges are imposed, and the method of payment;

(4) The right to cancel and to terminate the program, which shall be no more restrictive than as required by section 2470ee of this subchapter, and a toll-free number and e-mail address that can be used to cancel the membership; and

(5) The maximum length of membership, as described in section 2470ff of this subchapter.

(b) The notice specified in subsection (a) of this section:

(1) Shall be sent:

(A) To the consumer's last known e-mail address, if the consumer enrolled in the discount membership program online or by e-mail, with the subject line, "IMPORTANT INFORMATION ABOUT YOUR DISCOUNT PROGRAM BILLING," or substantially similar words, provided that the sender takes reasonable steps to verify that the e-mail has been opened; or

(B) Otherwise by first-class mail to the consumer's last known mailing address, with the heading on the enclosure and outside envelope, "IMPORTANT INFORMATION ABOUT YOUR DISCOUNT PROGRAM BILLING," or substantially similar words; and

(2) Shall not include any solicitation or advertising.

§ 2470ee. CANCELLATION AND TERMINATION

(a) In addition to any other right to revoke an offer, a consumer may cancel the purchase of a discount membership program until midnight on the 30th day after the date the consumer has given express informed consent to be

charged for the program. If the consumer cancels within the 30-day period, the seller of the discount membership program shall, within ten days of receiving the notice of cancellation, provide a full refund to the consumer.

(b) Notice of cancellation shall be deemed given when deposited in a mailbox properly addressed and postage prepaid or when e-mailed to the e-mail address of the seller of the discount membership program.

(c) In addition to the right to cancel described in this subchapter, a consumer may terminate a discount membership program at any time by providing notice to the seller by one of the methods described in this section. In that case, the consumer shall not be obligated to make any further payments under the program and shall not be entitled to any discounts under the program for any period of time after the last month for which payment has been made.

(d) If the seller of a discount membership program cancels the program for any reason other than nonpayment by the consumer, the seller shall make pro rata reimbursement to the consumer of all periodic charges paid by the consumer for periods of time after cancellation. Prior to such cancellation, the seller shall first provide reasonable notice and an explanation of the cancellation in writing to the consumer.

§ 2470ff. MAXIMUM LENGTH OF PLAN

No person shall sell, or offer for sale, a discount membership program lasting longer than 18 months.

§ 2470gg. BILLING INFORMATION

No person who offers or sells discount membership programs shall obtain billing information relating to a consumer except directly from the consumer.

§ 2470hh. VIOLATIONS

(a) A violation of this subchapter is deemed to be a violation of section 2453 of this title.

(b) The attorney general has the same authority to make rules, conduct civil investigations, enter into assurances of discontinuance, and bring civil actions as is provided under subchapter 1 of this chapter.

Sec. 3. 9 V.S.A. § 2435 is amended to read:

§ 2435. NOTICE OF SECURITY BREACHES

(a) This section shall be known as the Security Breach Notice Act.

(b) Notice of breach.

(1) Except as set forth in subsection (d) of this section, any data collector that owns or licenses computerized personal information that includes personal information concerning a consumer shall notify the consumer that there has been a security breach following discovery or notification to the data collector of the breach. Notice of the security breach shall be made in the most expedient time possible and without unreasonable delay, consistent with the legitimate needs of the law enforcement agency, as provided in subdivision ~~(3)~~ (4) of this subsection, or with any measures necessary to determine the scope of the security breach and restore the reasonable integrity, security, and confidentiality of the data system.

(2) Any data collector that maintains or possesses computerized data containing personal information of a consumer that the ~~business~~ data collector does not own or license or any data collector that acts or conducts business in Vermont that maintains or possesses records or data containing personal information that the data collector does not own or license shall notify the owner or licensee of the information of any security breach immediately following discovery of the breach, consistent with the legitimate needs of law enforcement as provided in subdivision ~~(3)~~(4) of this subsection.

(3) A data collector or other entity subject to this subchapter, other than a person or entity licensed or registered with the department of banking, insurance, securities, and health care administration under Title 8 or this title, shall provide notice of a breach to the attorney general's office as follows:

(A)(i) The data collector shall notify the attorney general of the date of the security breach, the date of discovery of the breach, and provide a preliminary description of the breach within 14 business days of the data collector's discovery of the security breach, or when the data collector provides notice to consumers pursuant to this section, whichever is sooner.

(ii) If the date of the breach is unknown at the time notice is sent to the attorney general, the data collector shall send the attorney general the date of the breach as soon as it is known.

(iii) Unless otherwise ordered by a court of this state for good cause shown a notice provided under this subdivision (3)(A) shall not be disclosed to any person other than the authorized agent or representative of the attorney general, a state's attorney, or another law enforcement officer engaged in legitimate law enforcement activities, without the consent of the data collector.

(B)(i) When the data collector provides notice of the breach pursuant to subdivision (1) of this subsection, the data collector shall notify the attorney general of the number of Vermont consumers affected, if known to the data

collector, and shall provide a copy of the notice provided to consumers under subdivision (1) of this subsection.

(ii) The data collector may send to the attorney general a second copy of the consumer notice, from which is redacted the type of personal information that was subject to the breach, and which the attorney general shall use for any public disclosure of the breach.

(4) The notice to a consumer required by this subsection shall be delayed upon request of a law enforcement agency. A law enforcement agency may request the delay if it believes that notification may impede a law enforcement investigation, or a national or homeland security investigation or jeopardize public safety or national or homeland security interests. In the event law enforcement makes the request in a manner other than in writing, the data collector shall document such request contemporaneously in writing, including the name of the law enforcement officer making the request and the officer's law enforcement agency engaged in the investigation. A law enforcement agency shall promptly notify the data collector when the law enforcement agency no longer believes that notification may impede a law enforcement investigation, or a national or homeland security investigation or jeopardize public safety or national or homeland security interests. The data collector shall provide notice required by this section without unreasonable delay upon receipt of a written communication, which includes facsimile or electronic communication, from the law enforcement agency withdrawing its request for delay.

~~(4)~~(5) The notice to a consumer shall be clear and conspicuous. The notice shall include a description of each of the following, if known to the data collector:

(A) The incident in general terms.

(B) The type of personal information that was subject to the ~~unauthorized access or acquisition~~ security breach.

(C) The general acts of the ~~business~~ data collector to protect the personal information from further unauthorized access or acquisition.

(D) A toll-free telephone number that the consumer may call for further information and assistance.

(E) Advice that directs the consumer to remain vigilant by reviewing account statements and monitoring free credit reports.

(F) The approximate date of the security breach.

~~(5)(6)~~ For purposes of this subsection, notice to consumers may be provided by one of the following methods:

* * *

Sec. 4. 9 V.S.A. chapter 63 is amended to read:

Chapter 63. ~~CONSUMER FRAUD~~ PROTECTION

* * *

§ 2453. PRACTICES PROHIBITED; ANTITRUST AND CONSUMER FRAUD PROTECTION

* * *

§ 2461e. REQUIREMENTS FOR GUARANTEED PRICE PLANS AND PREPAID CONTRACTS

(d) Private right of action under consumer ~~fraud~~ protection act. In addition to the remedies set forth in sections 2458 and 2461 of this title, a home heating oil, kerosene, or liquefied petroleum gas dealer may bring an action against its heating oil, kerosene, or liquefied petroleum gas suppliers for failing to honor its contract with the home heating oil, kerosene, or liquefied petroleum gas dealer. The home heating oil, kerosene, or liquefied petroleum gas dealer bringing the action may recover all remedies available to consumers under subsection 2461(b) of this title.

* * *

§ 2480q. PENALTIES

(a) The following penalties shall apply to violations of this subchapter:

* * *

(3) A violation of section 2480p of this subchapter shall be deemed a violation of ~~chapter 63~~ section 2453 of this title, ~~the Consumer Fraud Act~~. The attorney general has the same authority to conduct civil investigations, enter into assurances of discontinuance, and bring civil actions as provided under subchapter 1 ~~of chapter 63~~ of this title chapter.

* * *

Sec. 5. AMENDMENT OF TERM “CONSUMER FRAUD” TO READ
“CONSUMER PROTECTION”

In each of the following sections, and in the attorney general’s consumer fraud rules, the term “consumer fraud” is deleted wherever it appears and the

term “consumer protection” is inserted in lieu thereof: 7 V.S.A. § 1010; 8 V.S.A. §§ 2706, 2709, and 2764; 9 V.S.A. § 2471; 18 V.S.A. §§ 1511, 1512, 4086, 4631, 4633, 4634, and 9473; 20 V.S.A. § 2757; and 33 §§ 1923 and 2010.

Sec. 6. 9 V.S.A. § 2465b is added to read:

§ 2465b. MISREPRESENTATION OF A FLORAL BUSINESS AS LOCAL

(a) In connection with the sale of floral products, it shall be an unlawful and deceptive act and practice in commerce in violation of section 2453 of this title for a floral business to misrepresent in an advertisement, on the internet, on a website, or in a listing of the floral business in a telephone directory or other directory assistance database the geographic location of the floral business as “local,” “locally owned,” or physically located within Vermont.

(b) A floral business is considered to misrepresent its geographic location that it is “local,” “locally owned,” or located within Vermont in violation of subsection (a) of this section if the floral business is not physically located in Vermont and:

(1) the advertisement, internet, website, or directory listing would lead a reasonable consumer to conclude that the floral business is physically located in Vermont; or

(2) the advertisement, internet, website, or directory listing uses the name of a floral business that is physically located in Vermont, with geographic terms that would lead a reasonable consumer to understand the advertised floral business to be physically located in Vermont.

(c) A retail floral business physically located in Vermont shall be deemed a consumer for the purposes of enforcing this section under §2461(b) of this chapter.

Sec. 7. 3 V.S.A. § 2222 is amended to read:

§ 2222. POWERS AND DUTIES; BUDGET AND REPORT

(a) In addition to the duties expressly set forth elsewhere by law the secretary shall:

* * *

(9) Submit to the general assembly concurrent with the governor’s annual budget request required under 32 V.S.A. § 306, a strategic plan for information technology and information security which outlines the significant deviations from the previous year’s ~~information technology~~ plan, and which details the plans for information technology activities of state government for

the following fiscal year as well as the administration's financing recommendations for these activities. For purposes of this section, "information security" shall mean protecting information and information systems from unauthorized access, use, disclosure, disruption, modification, or destruction in order to provide integrity, confidentiality, and availability. All such plans shall be reviewed and approved by the commissioner of information and innovation prior to being included in the governor's annual budget request. The plan shall identify the proposed sources of funds for each project identified. The plan shall also contain a review of the state's information technology and information security and an identification of priority projects by agency. The plan shall include, for any proposed information technology activity with a cost in excess of \$100,000.00:

(A) a life-cycle costs analysis including planning, purchase and development of applications, the purchase of hardware and the ~~on-going~~ ongoing operation and maintenance costs to be incurred over the expected life of the systems; and a cost-benefit analysis which shall include acquisition costs as well as operational and maintenance costs over the expected life of the system;

(B) the cost savings ~~and/or~~ or service delivery improvements or both which will accrue to the public or to state government;

(C) a statement identifying any impact of the proposed new computer system on the privacy or disclosure of individually identifiable information;

(D) a statement identifying costs and issues related to public access to nonconfidential information;

(E) a statewide budget for all information technology activities with a cost in excess of ~~\$100,000~~ \$100,000.00.

(10) The secretary shall annually submit to the general assembly a five-year information technology and information security plan which indicates the anticipated information technology activities of the legislative, executive, and judicial branches of state government. For purposes of this section, "information technology activities" shall mean:

(A) the creation, collection, processing, storage, management, transmission, or conversion of electronic data, documents, or records;

(B) the design, construction, purchase, installation, maintenance, or operation of systems, including both hardware and software, which perform these activities.

Sec. 8. 22 V.S.A. § 901 is amended to read:

§ 901. DEPARTMENT OF INFORMATION AND INNOVATION

The department of information and innovation, created in 3 V.S.A. § 2283b, shall have all the responsibilities assigned to it by law, including the following:

(1) to provide direction and oversight for all activities directly related to information technology and information security, including telecommunications services, information technology equipment, software, accessibility, and networks in state government. For purposes of this section, "information security" is defined in 3 V.S.A. § 2222(a)(9);

(2) to manage an agencywide coordinated information technology and information security budget;

(3) to manage GOVnet and K-12net;

(4) to review all information technology and information security requests for proposal in accordance with agency of administration policies;

(5) to review and approve computer systems or computer system upgrades in all departments with a cost in excess of \$100,000.00, and annually submit to the general assembly a strategic plan for information technology and information security as required of the secretary of administration by 3 V.S.A. § 2222(a)(9);

(6) to review and approve information technology activities in all departments with a cost in excess of \$100,000.00, and annually submit to the general assembly a budget for information technology and information security as required of the secretary of administration by 3 V.S.A. § 2222(a)(9). For purposes of this section, "information technology activities" is defined in 3 V.S.A. § 2222(a)(10);

** * **

(11) to coordinate information technology and information security training within state government;

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Sec. 9. EFFECTIVE DATE

This act shall take effect July 1, 2011.