February 21, 2007

S 293. DECEPTIVE ADVERTISING OF BUSINESS LOCATION. Filed 2/21/07. *TO PROHIBIT BUSINESSES THAT SUPPLY SERVICES OR PRODUCTS FROM MISREPRESENTING THE GEOGRAPHICAL LOCATIONS OF THEIR BUSINESSES IN TELEPHONE DIRECTORIES, DIRECTORY ASSISTANCE DATABASES, AND IN PRINT ADVERTISEMENTS*. Enacts a new GS 75-40 prohibiting businesses from misrepresenting the geographic location of the business in a telephone directory or directory assistance database or in print advertisements. Sets out separate criteria for misrepresentations of location that occur in telephone directories and in print advertisements. A violation does not occur if there is a conspicuous notice in the listing or advertisement identifying the municipality and state where the business is located. Publications and directories that publish false information without knowing it is false are immune from liability. Violations are an unfair trade practice. Effective for any telephone directory, directory assistance databases, or print advertisement provided or published on or after October 1, 2007.

Intro. by Boseman. GS 75