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BUSINESS AND PROFESSIONS CODE - BPC

DIVISION 1. DEPARTMENT OF CONSUMER AFFAIRS [100 - 472.5] (*Heading of Division 1 amended by Stats. 1973, Ch. 77.*)

CHAPTER 4. Consumer Affairs [300 - 337] (*Chapter 4 added by Stats. 1970, Ch. 1394.)*

ARTICLE 1. General Provisions and Definitions [300 - 302] (*Article 1 added by Stats. 1970, Ch. 1394.)*

300. This chapter may be cited as the Consumer Affairs Act.

(*Added by Stats. 1970, Ch. 1394.*)

301. It is the intent of the Legislature and the purpose of this chapter to promote and protect the interests of the people as consumers. The Legislature finds that vigorous representation and protection of consumer interests are essential to the fair and efficient functioning of a free enterprise market economy. The Legislature declares that government advances the interests of consumers by facilitating the proper functioning of the free enterprise market economy through (a) educating and informing the consumer to insure rational consumer choice in the marketplace; (b) protecting the consumer from the sale of goods and services through the use of deceptive methods, acts, or practices which are inimical to the general welfare of consumers; (c) fostering competition; and (d) promoting effective representation of consumers' interests in all branches and levels of government.

(*Amended by Stats. 1975, Ch. 1262.*)

302. As used in this chapter, the following terms have the following meanings:

- (a) "Department" means the Department of Consumer Affairs.
- (b) "Director" means the Director of the Department of Consumer Affairs.
- (c) "Consumer" means any individual who seeks or acquires, by purchase or lease, any goods, services, money, or credit for personal, family, or household purposes.
- (d) "Person" means an individual, partnership, corporation, limited liability company, association, or other group, however organized.
- (e) "Individual" does not include a partnership, corporation, association, or other group, however organized.
- (f) "Division" means the Division of Consumer Services.
- (g) "Interests of consumers" is limited to the cost, quality, purity, safety, durability, performance, effectiveness, dependability, availability, and adequacy of choice of goods and services offered or furnished to consumers and the adequacy and accuracy of information relating to consumer goods, services, money, or credit (including labeling, packaging, and advertising of contents, qualities, and terms of sales).

(*Amended by Stats. 1994, Ch. 1010, Sec. 2. Effective January 1, 1995.*)