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AB-484 Alarm company operators: advertisements. (2021-2022)

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Assembly Bill No. 484

CHAPTER 373

An act to amend Section 7599.44 of the Business and Professions Code, relating to professions and vocations.

[Approved by Governor September 28, 2021. Filed with Secretary of State September 28, 2021.]

LEGISLATIVE COUNSEL'S DIGEST

AB 484, Medina. Alarm company operators: advertisements.

Existing law provides for the licensure and regulation of alarm company operators by the Bureau of Security and Investigative Services within the Department of Consumer Affairs. Existing law requires an advertisement by a licensee soliciting or advertising the licensee's business to contain the licensee's name and license number as they appear in the records of the bureau. Existing law imposes monetary penalties of a \$500 fine for the first violation and \$1,000 for each subsequent violation.

This bill would authorize a licensee that maintains an internet website to have any radio or television broadcast or billboard advertisement by the licensee soliciting or advertising business direct potential customers to the licensee's online landing pages for the license information required above.

Vote: majority Appropriation: no Fiscal Committee: yes Local Program: no

THE PEOPLE OF THE STATE OF CALIFORNIA DO ENACT AS FOLLOWS:

SECTION 1. Section 7599.44 of the Business and Professions Code is amended to read:

7599.44. (a) Every advertisement by a licensee soliciting or advertising business shall contain the licensee's name and license number as they appear in the records of the bureau.

(b) If a licensee maintains an internet website, any radio or television broadcast or billboard advertisement by the licensee soliciting or advertising business may direct potential customers to the licensee's online landing pages for the required information in subdivision (a).

(c) A violation of this section may result in a fine of five hundred dollars (\$500) for the first violation and one thousand dollars (\$1,000) for each subsequent violation.