

SB 680 STAFF MEASURE SUMMARY

Senate Committee On Natural Resources and Wildfire

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Sub-Referral To: Senate Committee On Judiciary

Meeting Dates: 1/23

WHAT THE MEASURE DOES:

Prohibits a person from publishing or causing to be published an environmental marketing claim, net zero claim or reputational advertising that is materially false, misleading, deceptive or fraudulent. Specifies what constitutes a materially false, misleading, deceptive or fraudulent environmental marketing claim or net zero claim or reputational advertising. Punishes a violation of the Act as an unlawful trade practice under the Unlawful Trade Practices Act and subjects the violator to statutory damages of \$200 if a plaintiff can prove exposure to the claim or advertising and that the plaintiff purchased a product or service from the person based on the claim or advertising. Declares an emergency, effective on passage.

Fiscal impact: May have impact, but no statement yet issued.

Revenue impact: May have impact, but no statement yet issued.

ISSUES DISCUSSED:

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

This summary is prepared solely for the purpose of allowing the Senate Committee on Natural Resources and Wildfire to move Senate Bill 680 to the Senate Committee on Judiciary. A full bill summary may be developed by the subsequent committee.