

March 5, 2007

S 514. DECEPTIVE ADVERTISING OF BUSINESS LOCATION. Filed 3/5/07. *TO PROHIBIT BUSINESSES THAT SUPPLY SERVICES OR PRODUCTS FROM MISREPRESENTING THE GEOGRAPHICAL LOCATIONS OF THEIR BUSINESS IN TELEPHONE DIRECTORIES, DIRECTORY ASSISTANCE DATABASES, AND IN PRINT ADVERTISEMENTS.* Enacts 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 in which the business is located. Violations are an unfair trade practice. Effective for any telephone directory, telephone assistance, or print advertisements provided or published on or after October 1, 2007.

Intro. by Boseman.

GS 75

May 17, 2007

S 514. DECEPTIVE ADVERTISING OF BUSINESS LOCATION. Filed 3/5/07. Senate committee substitute makes the following changes to 1st edition. Modifies proposed new GS 75-40 by (1) specifying that the act's terms apply only to persons supplying perishable products and (2) including business listings on the Internet among the places where deceptive representation of a business's geographical location is prohibited. Makes other clarifying and conforming changes. Conforms the title.

May 21, 2007

S 514. DECEPTIVE ADVERTISING OF BUSINESS LOCATION. Filed 3/5/07. Senate amendment makes the following changes to 2nd edition. Modifies proposed GS 75-40 to give immunity from liability to newspaper publishers, publications, telephone directories, directory assistance services, owners or operators of radio or television stations, and other media devoted to listing phone numbers who disseminate a directory, database, or advertisement without knowing that the information is false or misleading, unless they are the person that has committed the prohibited act. Makes a conforming renumbering change.

July 12, 2007

S 514. DECEPTIVE ADVERTISING OF BUSINESS LOCATION. Filed 3/5/07. House amendment makes the following changes to 3rd edition. Changes the number of the proposed new statute from GS 75-40 to GS 75-42.

September 4, 2007

SL 2007-545 (S 514). DECEPTIVE ADVERTISING OF BUSINESS LOCATION. AN ACT TO PROHIBIT BUSINESSES THAT SUPPLY PERISHABLE PRODUCTS FROM MISREPRESENTING THE GEOGRAPHICAL LOCATIONS OF THEIR BUSINESSES IN TELEPHONE DIRECTORIES, DIRECTORY ASSISTANCE DATABASES, ON THE INTERNET, AND IN PRINT ADVERTISEMENTS. Summarized in *Daily Bulletin* 3/5/07, 5/17/07, 5/21/07, and 7/12/07. Enacted August 31, 2007. Effective October 1, 2007.