

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Consumer Fraud and Deceptive Business  
5 Practices Act is amended by changing Section 2PP as follows:

6 (815 ILCS 505/2PP)

7 Sec. 2PP. Mail; disclosure.

8 (a) It is an unlawful practice under this Act to knowingly  
9 mail or send or cause to be mailed or sent a postcard or letter  
10 to a recipient in this State if:

11 (1) the postcard or letter contains a request that the  
12 recipient contact the sender by mail, telephone, email,  
13 website, or other prescribed means ~~call a telephone~~  
14 ~~number~~; and

15 (2) the postcard or letter is mailed or sent to induce  
16 the recipient to contact the sender by mail, telephone,  
17 email, website, or other prescribed means ~~call the~~  
18 ~~telephone number~~ so that goods, services, or other  
19 merchandise, as defined in Section 1, may be offered for  
20 sale to the recipient; and

21 (3) the postcard or letter does not disclose or  
22 disclaim that it is not a bill and that it is a  
23 solicitation for ~~that~~ goods, services, or other

1 merchandise, as defined in Section 1, that may be offered  
2 for sale if the recipient contacts the sender by mail,  
3 telephone, email, website, or any other prescribed means  
4 calls the telephone number; and -

5 (4) the postcard or letter does not disclose or  
6 disclaim any and all affiliations or lack thereof.

7 (b) All disclosures and disclaimers appearing on a  
8 postcard or letter must be conspicuously located at the top of  
9 the postcard or letter, be easily readable in clear and  
10 unambiguous language, and be printed in at least 14-point  
11 bold-face font in a black-outlined box.

12 (Source: P.A. 95-331, eff. 8-21-07.)