

1 AN ACT concerning business transactions.

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 adding Section 2P.1 as follows:

6 (815 ILCS 505/2P.1 new)

7 Sec. 2P.1. Telemarketing; free trials.

8 (a) As used in this Section, "telemarketing" means a
9 plan, program, or campaign which is conducted to induce the
10 purchase of goods or services by use of one or more
11 telephones and which involves calls to or from more than one
12 consumer.

13 (b) A person or entity that, by means of a telemarketing
14 plan, program, or campaign, offers free goods or services to
15 an Illinois consumer on a trial basis and assesses a periodic
16 fee or charge for the goods or services after the end of the
17 free trial period must send to the consumer who accepts the
18 free goods or services an invoice that the consumer may use
19 to pay the periodic fee or charge or indicate that the
20 consumer no longer wishes to receive the goods or services
21 after the end of the free trial period. The invoice must
22 contain an address and telephone number the consumer may use
23 to cancel the goods or services if the consumer no longer
24 wishes to receive the free goods or services after the end of
25 the free trial period.

26 (c) Violation of this Section constitutes an unlawful
27 practice within the meaning of this Act.