

AN ACT concerning business.

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

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

(815 ILCS 505/2PP)

Sec. 2PP. Mail; disclosure.

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

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

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

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

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

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

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

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