

The Senate Agriculture and Consumer Affairs Committee offered the following substitute to SB 13:

A BILL TO BE ENTITLED
AN ACT

1 To amend Code Section 10-1-393 of the Official Code of Georgia Annotated, relating to
2 unfair or deceptive practices in consumer transactions, so as to provide a short title; to
3 provide for definitions; to provide that the terms of gift certificates, store gift cards, and
4 general use gift cards shall be disclosed at the time of purchase and through certain
5 notifications; to provide for related matters; to provide an effective date; to provide for
6 applicability; to repeal conflicting laws; and for other purposes.

7 BE IT ENACTED BY THE GENERAL ASSEMBLY OF GEORGIA:

8 **SECTION 1.**

9 This Act shall be known and may be cited as the "Gift Card Integrity Act of 2005."

10 **SECTION 2.**

11 Code Section 10-1-393 of the Official Code of Georgia Annotated, relating to unfair or
12 deceptive practices in consumer transactions, is amended by striking the word "or" at the end
13 of paragraph (31) of subsection (b), striking the period and inserting "; or" at the end of
14 paragraph (32) of subsection (b), and adding a new paragraph (33) to subsection (b) to read
15 as follows:

16 "(33)(A) For any person, firm, partnership, association, or corporation to issue a gift
17 certificate, store gift card, or general use gift card without:

18 (i) Including the terms of the gift certificate, store gift card, or general use gift card
19 in the packaging which accompanies the certificate or card at the time of purchase,
20 as well as making such terms available upon request; and

21 (ii) Conspicuously printing the expiration date, if applicable, on the certificate or card
22 and conspicuously printing the amount of any dormancy or nonuse fees on:

23 (I) The certificate or card; or

24 (II) A sticker affixed to the certificate or card.

1 A gift certificate, store gift card, or general use gift card shall be valid in accordance
2 with its terms in exchange for merchandise or services.

3 (B) As used in this paragraph, the term:

4 (i) 'General use gift card' means a plastic card or other electronic payment device
5 which is usable at multiple, unaffiliated merchants or service providers; is issued in
6 an amount which amount may or may not be, at the option of the issuer, increased in
7 value or reloaded if requested by the holder; is purchased or loaded on a prepaid basis
8 by a consumer; and is honored upon presentation by merchants for goods or services.

9 (ii) 'Gift certificate' means a written promise that is usable at a single merchant or an
10 affiliated group of merchants that share the same name, mark, or logo; is issued in a
11 specified amount and cannot be increased in value on the face thereof; is purchased
12 on a prepaid basis by a consumer in exchange for payment; and is honored upon
13 presentation for goods or services by such single merchant or affiliated group of
14 merchants that share the same name, mark, or logo.

15 (iii) 'Store gift card' means a plastic card or other electronic payment device which
16 is usable at a single merchant or an affiliated group of merchants that share the same
17 name, mark, or logo; is issued in a specified amount and may or may not be increased
18 in value or reloaded; is purchased on a prepaid basis by a consumer in exchange for
19 payment; and is honored upon presentation for goods or services by such single
20 merchant or affiliated group of merchants that share the same name, mark, or logo."

21 **SECTION 3.**

22 This Act shall become effective on January 1, 2006, and shall apply to any gift certificates,
23 store gift cards, or general use gift cards sold on or after such date.

24 **SECTION 4.**

25 All laws and parts of laws in conflict with this Act are repealed.