

A BILL TO BE ENTITLED

AN ACT

1
2 relating to the listing of a business location of certain
3 businesses in a telephone directory or database.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

5 SECTION 1. Subchapter E, Chapter 17, Business & Commerce
6 Code, is amended by adding Section 17.462 to read as follows:

7 Sec. 17.462. LISTING OF BUSINESS LOCATION IN DIRECTORY OR
8 DATABASE. (a) A person may not misrepresent the geographical
9 location of a business that derives 50 percent or more of its gross
10 income from the sale or arranging for the sale of flowers or floral
11 arrangements in the listing of the business in a telephone
12 directory or other directory assistance database.

13 (b) A person is considered to misrepresent the geographical
14 location of a business for purposes of Subsection (a) if the name of
15 the business indicates that the business is located in a
16 geographical area and:

17 (1) the business is not located within the
18 geographical area indicated;

19 (2) the listing fails to identify the municipality and
20 state of the business's geographical location; and

21 (3) a telephone call to the local telephone number
22 listed in the directory or database routinely is forwarded or
23 transferred to a location that is outside the calling area covered
24 by the directory or database in which the number is listed.

1 (c) A person may place a directory listing for a business
2 described by Subsection (a) the name of which indicates that it is
3 located in a geographical area that is different from the
4 geographical area in which the business is located if a conspicuous
5 notice in the listing states the municipality and state in which the
6 business is located.

7 (d) This section does not apply to a publisher of a
8 telephone directory or other publication or a provider of a
9 directory assistance service publishing or providing information
10 about another business.

11 (e) A violation of this section is a false, misleading, or
12 deceptive act or practice under this subchapter, and any public or
13 private right or remedy prescribed by this subchapter may be used to
14 enforce this section.

15 SECTION 2. This Act takes effect September 1, 2003, and
16 applies only to a telephone directory published or directory
17 assistance provided on or after that date. A telephone directory
18 published or directory assistance provided before September 1,
19 2003, is governed by the law as it existed immediately before the
20 effective date of this Act, and that law is continued in effect for
21 that purpose.

