

State of South Dakota

SEVENTY-THIRD SESSION LEGISLATIVE ASSEMBLY, 1998

562B0340

SENATE BILL NO. 82

Introduced by: Senators Shoener, Flowers, Lawler, and Munson (David) and Representatives Pederson (Gordon), Brown (Gary), Crisp, Davis, Duniphan, Roe, Schaunaman, and Wick

1 FOR AN ACT ENTITLED, An Act to prohibit certain deceptive acts and practices with regard
2 to lodging establishments and campgrounds and to require that certain records be kept.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

4 Section 1. That § 37-24-6 be amended to read as follows:

5 37-24-6. It is a deceptive act or practice for any person to:

6 (1) Knowingly and intentionally act, use, or employ any deceptive act or practice, fraud,
7 false pretense, false promises, or misrepresentation or to conceal, suppress, or omit
8 any material fact in connection with the sale or advertisement of any merchandise,
9 regardless of whether any person has in fact been misled, deceived, or damaged
10 thereby;

11 (2) Advertise price reductions without satisfying one of the following:

12 (a) Including in the advertisement the specific basis for the claim of a price
13 reduction; or

14 (b) Offering the merchandise for sale at the higher price from which the reduction
15 is taken for at least seven consecutive business days during the sixty-day period

1 prior to the advertisement.

2 Any person advertising consumer property or services in this state, which
3 advertisements contain representations or statements as to any type of savings claim,
4 including reduced price claims and price comparison value claims, shall maintain
5 reasonable records for a period of two years from the date of sale and advertisement,
6 which records shall disclose the factual basis for such representations or statements
7 and from which the validity of any such claim be established. However, these
8 reasonable record provisions do not apply to the sale of any merchandise which:

9 (a) Is of a class of merchandise that is routinely advertised on at least a weekly
10 basis in newspapers, shopping tabloids, or similar publications; and

11 (b) Has a sales price before price reduction that is less than fifteen dollars per item;

12 (3) Represent a sale of merchandise at reduced rates due to the cessation of business
13 operations and after the date of the first advertisement remain in business under the
14 same, or substantially the same, ownership or trade name, or continue to offer for sale
15 the same type of merchandise at the same location for more than one hundred twenty
16 days;

17 (4) Give or offer a rebate, discount, or anything of value to an individual as an
18 inducement for selling consumer property or services in consideration of his giving the
19 names of prospective purchasers or otherwise aiding in making a sale to another
20 person, if the earning of the rebate, discount, or other thing of value is contingent
21 upon the occurrence of an event subsequent to the time the individual agrees to the
22 sale;

23 (5) Engage in any scheme or plan for disposal or distribution of merchandise whereby a
24 participant pays a valuable consideration for the chance to receive compensation
25 primarily for introducing one or more additional persons into participation in the

planner's scheme or for the chance to receive compensation when the person introduced by the participant introduces a new participant; ~~or~~

(6) Send, deliver, provide, mail, or cause to be sent, delivered, provided, or mailed any unordered consumer property or service, or any bill or invoice for unordered consumer property or service provided;

(7) Advertise a rate, price, or fee for a hotel, motel, campsite, or other lodging accommodation which is not in fact available to the public under the terms advertised. It is not a violation of this subdivision to establish contract group rates which are different than public rates;

(8) Charge a rate, price, or fee for a hotel, motel, campsite, or other lodging accommodation which is different than the rate, price, or fee charged on the first night of the guest's stay unless, at the initial registration of the guest, a written notification of each price, rate, or fee to be charged during the guest's reserved continuous stay is delivered to the guest and an acknowledgment of receipt of the notice is signed by the guest and kept by the innkeeper for the same period of time as is required by § 34-18-21;

(9) Fail to promptly mail to a future guest a written confirmation of the date and rates of reservations made for any accommodation at a hotel, motel, campsite, or other lodging accommodation when a written request for confirmation is received from the future guest; or

(10) Refuse to return or reverse the charge for a deposit upon any hotel, motel, campsite, or other lodging accommodation which is canceled by the guest more than thirty days before the date of the reservation. The innkeeper may establish a policy requiring a longer time for notice of cancellation or a handling fee in the event of cancellation, which may not exceed twenty-five dollars, if the policy is in writing and is delivered

1 or mailed to the guest at or near the making of the reservation.

2 Each act in violation of this section is a Class 2 misdemeanor. Any subsequent conviction of
3 an act in violation of this statute, which occurs within two years is a Class 1 misdemeanor. Any
4 subsequent conviction of an act in violation of this statute, which occurs within two years of a
5 conviction of a Class 1 misdemeanor pursuant to this statute, is a Class 6 felony.

6 Section 2. That § 34-18-21 be amended to read as follows:

7 34-18-21. Each person conducting a lodging establishment or campground shall keep a
8 record of guests. Such a record may be kept in a register or on separate cards and shall be
9 opened for inspection and copying by the secretary of health for the purpose of protecting the
10 health or life of persons or for an emergency which may affect the public health. The inspection
11 and copying shall take place during business hours and shall be conducted by an authorized
12 department inspector after presentation of identification. The registry shall contain the name of
13 the guest, the number in the party, the place of permanent residence of the guest, the date of
14 registration, the date of departure, the daily rate charged, and the motor vehicle license number
15 of the registrant. The record shall also include each rate, price, or fee charged to the guest for
16 the guest's stay at the lodging establishment or campground, as required by subdivision 37-24-
17 6(8). These records shall be kept for a minimum of one year.