4lr2023 CF SB 760

By: **Delegate Stewart** Introduced and read first time: February 2, 2024 Assigned to: Economic Matters

Committee Report: Favorable with amendments House action: Adopted Read second time: March 8, 2024

CHAPTER _____

1 AN ACT concerning

 $\frac{2}{3}$

Consumer Protection – Retail Sales of Gift Cards (Gift Card Scams Prevention Act of 2024)

FOR the purpose of requiring a merchant that conducts an online sale of a certain gift card 4 to register with the Division of Consumer Protection in the Office of the Attorney $\mathbf{5}$ 6 General in a certain manner; authorizing the Division to charge a fee for the 7 registration; prohibiting a merchant from selling a certain open- or closed-loop gift 8 card to a consumer unless the merchant meets certain requirements; requiring a 9 merchant that displays a gift card for sale at a retail establishment to provide certain 10 training to the employees of the merchant regarding gift card fraud; requiring the 11 Division to create a certain model notice and issue certain guidelines regarding gift 12 card fraud; requiring a certain third-party gift card reseller to record and maintain 13a copy of certain information for a certain period of time; authorizing a law enforcement agency to request an issuer of gift cards or an issuer's agent to provide 14 to the law enforcement agency certain evidence reasonably foreseeable to assist in 15future criminal actions under certain circumstances; making a violation of this Act 16an unfair, abusive, or deceptive trade practice that is subject to enforcement and 17penalties under the Maryland Consumer Protection Act; and generally relating to 18 19the sale of gift cards and preventing gift card fraud.

- 20 BY repealing and reenacting, with amendments,
- 21 Article Commercial Law
- 22 Section 13–301(14)(xl)
- 23 Annotated Code of Maryland
- 24 (2013 Replacement Volume and 2023 Supplement)

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

<u>Underlining</u> indicates amendments to bill.

Strike out indicates matter stricken from the bill by amendment or deleted from the law by amendment.



1	BY repealing and reenacting, without amendments,
2	Article – Commercial Law
3	Section 13–301(14)(xli)
4	Annotated Code of Maryland
5	(2013 Replacement Volume and 2023 Supplement)
6	BY adding to
7	Article – Commercial Law
8	Section 13–301(14)(xlii); and 14–4601 through 14–4606 to be under the new subtitle
9	"Subtitle 46. Gift Card Fraud"
10	Annotated Code of Maryland
11	(2013 Replacement Volume and 2023 Supplement)
12	BY repealing and reenacting, with amendments,
13	<u>Article – Commercial Law</u>
14	<u>Section 14–4601 through 14–4605</u>
15	<u>Annotated Code of Maryland</u>
16	<u>(2013 Replacement Volume and 2023 Supplement)</u>
17	(As enacted by Section 1 of this Act)
18	SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
19	That the Laws of Maryland read as follows:
20	Article – Commercial Law
21	13–301.
22	Unfair, abusive, or deceptive trade practices include any:
23	(14) Violation of a provision of:
24	(xl) Title 14, Subtitle 13 of the Public Safety Article; [or]
25	(xli) Title 14, Subtitle 45 of this article; or
26	(XLII) TITLE 14, SUBTITLE 46 OF THIS ARTICLE; OR
27	SUBTITLE 46. GIFT CARD FRAUD.
28	14-4601.
29 30	(A) IN THIS SUBTITLE THE FOLLOWING WORDS HAVE THE MEANINGS INDICATED.

31 (B) "DIVISION" HAS THE MEANING STATED IN § 13–101 OF THIS ARTICLE.

 $\mathbf{2}$

 $\mathbf{2}$ (1) ISSUED TO A CONSUMER ON A PREPAID BASIS PRIMARILY FOR PERSONAL, FAMILY, OR HOUSEHOLD PURPOSES IN A SPECIFIED AMOUNT, 3 4 REGARDLESS OF WHETHER THAT AMOUNT MAY BE INCREASED OR RELOADED IN 5**EXCHANGE FOR PAYMENT; AND** (2) 6 **REDEEMABLE ON PRESENTATION BY A CONSUMER AT A SINGLE** 7 MERCHANT OR A GROUP OF AFFILIATED MERCHANTS. 8 "MERCHANT" HAS THE MEANING STATED IN § 13-101 OF THIS (D) (C) 9 ARTICLE. 10 (D) "OPEN-LOOP GIFT CARD" MEANS A CARD, CODE, OR DEVICE THAT IS: 11 (1) **ISSUED TO A CONSUMER ON A PREPAID BASIS PRIMARILY FOR** 12 PERSONAL, FAMILY, OR HOUSEHOLD PURPOSES IN A SPECIFIED AMOUNT, REGARDLESS OF WHETHER THAT AMOUNT MAY BE INCREASED OR RELOADED IN 13 14 **EXCHANGE FOR PAYMENT;** 15 (2) **PAYMENT CARD NETWORK BRANDED: AND** 16 (3) **(I) REDEEMABLE ON PRESENTATION AT MULTIPLE** 17UNAFFILIATED MERCHANTS FOR GOODS OR SERVICES WITHIN THE PAYMENT CARD 18 **NETWORK: OR** 19 **(II)** USABLE AT AN AUTOMATED TELLER MACHINE. 20 "THIRD-PARTY GIFT CARD RESELLER" MEANS A MERCHANT WHO, **(E)** WITHOUT AUTHORIZATION FROM OR AFFILIATION WITH THE BUSINESS ENTITY 21ISSUING AN OPEN-LOOP GIFT CARD, IS ENGAGED IN THE BUSINESS OF: 2223(1) **BUYING OPEN-LOOP GIFT CARDS ON BEHALF OF CONSUMERS: OR** 24(2) **RESELLING OPEN-LOOP GIFT CARDS TO CONSUMERS.** 14-4602. 2526(A) A MERCHANT THAT CONDUCTS ONLINE SALES OF GIFT CARDS TO 27CONSUMERS SHALL REGISTER WITH THE DIVISION AS AN ONLINE SELLER OF GIFT 28CARDS.

HOUSE BILL 896

(C) "CIFT CARD" MEANS A CARD. CODE. OR DEVICE THAT IS:

1

1(B)To enforce the provisions of this subtitle, the Division MAY2CHARGE A MERCHANT AN ANNUAL FEE TO BE REGISTERED AS REQUIRED UNDER3THIS SECTION.

4 (C) THE DIVISION SHALL ESTABLISH A REGISTRATION PROCESS TO CARRY 5 OUT THIS SECTION.

6 14-4603.

7 (A) EXCEPT AS PROVIDED IN SUBSECTION (B) OF THIS SECTION, A 8 MERCHANT MAY NOT <u>KNOWINGLY</u> SELL <u>A AN OPEN-LOOP</u> GIFT CARD TO A 9 CONSUMER UNLESS:

10 (1) FOR AN ONLINE SALE, THE MERCHANT IS REGISTERED AS 11 REQUIRED UNDER § 14–4602 OF THIS SUBTITLE;

12 (2) THE MERCHANT CONSPICUOUSLY DISPLAYS A NOTICE IN 13 SUBSTANTIALLY THE SAME FORM AS THE MODEL NOTICE CREATED UNDER $\frac{5}{14}$ 14 $\frac{14-4695(1)}{14-4604(1)}$ OF THIS SUBTITLE:

- 15 (I) FOR AN IN−PERSON SALEŧ
- 161.AT, ATOR NEAR THE PHYSICAL LOCATION WHERE17THE:
- 18 <u>**1.**</u> <u>**THE**</u> GIFT CARD IS DISPLAYED FOR SALE; OR
- 192.AT OR NEAR THE PHYSICAL LOCATION WHERE THE20THE SALE OCCURS; OR
- 21 (II) FOR AN ONLINE SALE, ON THE WEBPAGE THAT DISPLAYS:
 22 1. WHERE THE GIFT CARD IS OFFERED FOR SALE; OR
 23 2. THAT IS DISPLAYED IMMEDIATELY BEFORE THE SALE
 24 IS FINALIZED; AND
- 25 (3) (2) FOR AN IN-PERSON SALE OF AN OPEN-LOOP GIFT CARD,
 26 THE GIFT CARD IS ENCLOSED IN SECURE PACKAGING THAT:
- 27 (I) IS SEALED IN A MANNER THAT IS NOT EASILY OPENED 28 WITHOUT SIGNS OF TAMPERING AND;

4

~

1	(II) EXCEPT AS PROVIDED IN ITEM (III) OF THIS ITEM,
2	CONCEALS ALL NUMERIC CODES SPECIFIC TO THE ACTIVATION OR THE
3	REDEMPTION OF THE GIFT CARD, INCLUDING ANY BAR CODE, CVV NUMBER, PIN
4	NUMBER, OR ACTIVATION CODE;
5	(III) DISPLAYS AN ACTIVATION CODE, BAR CODE, OR OTHER
6	ACTIVATION DATA ONLY IF THE PACKAGING USED IS MORE SECURE THAN IT
7	OTHERWISE WOULD BE IF THE DATA WERE FULLY CONCEALED; AND
0	
8	(H) (IV) INCLUDES A WARNING THAT STATES THE FOLLOWING
9	OR USES LANGUAGE SUBSTANTIALLY SIMILAR TO THE FOLLOWING:
10	"DO NOT SELL OD DUDCHASE IE DACKACING HAS DEEN DDOKEN OD INDICATES
$\frac{10}{11}$	"Do not sell <u>or purchase</u> if packaging has been broken or indicates tampering".
11	IAMPERING .
12	(B) A MERCHANT MAY SELL A AN OPEN-LOOP GIFT CARD THAT IS NOT
13	ENCLOSED IN SECURE PACKAGING AS REQUIRED UNDER SUBSECTION $(A)(3)$ (A)(2)
14	OF THIS SECTION IF:
11	
15	(1) THE GIFT CARD IS A CHIP–ENABLED, NUMBERLESS CARD THAT IS
16	ACTIVATED BY A CONSUMER AFTER REGISTERING THE CARD ON THE CARD ISSUER'S
17	WEBSITE; OR
18	(2) THE GIFT CARD:
19	(I) IS SOLD EXCLUSIVELY BY:
20	1. A MERCHANT FOR USE ONLY AT THE RETAIL
21	ESTABLISHMENT OF THE MERCHANT; OR
00	
22	2. A GROUP OF AFFILIATED MERCHANTS FOR USE ONLY
23	AT THE RETAIL ESTABLISHMENTS OF THE AFFILIATED MERCHANTS; AND
9 A	(II) IS SECURED IN A PHYSICAL LOCATION WITHIN THE
24 25	MERCHANT'S RETAIL ESTABLISHMENT THAT IS ACCESSIBLE ONLY BY AN EMPLOYEE
$\frac{25}{26}$	OF THE MERCHANT.
20	OF THE MERCHANT.
27	14–4604. 14–4603.
- 1	
28	A MERCHANT THAT DISPLAYS A AN OPEN-LOOP GIFT CARD FOR SALE AT A
	DETAIL ESTADI ISUMENT SHALL DOOVIDE TRAINING TO THE ALL EMDLOVEES OF

29 RETAIL ESTABLISHMENT SHALL PROVIDE TRAINING TO THE ALL EMPLOYEES OF 30 THE MERCHANT WHOSE DUTIES REGULARLY INCLUDE THE SALE OF OPEN-LOOP 31 <u>GIFT CARDS TO CONSUMERS</u> ON HOW TO IDENTIFY AND RESPOND TO GIFT CARD

6 HOUSE BILL 896 1 FRAUD IN ACCORDANCE WITH THE GUIDELINES ESTABLISHED UNDER <u>§ 14–4605(2)</u> $\mathbf{2}$ **§**14–4604(2) OF THIS SUBTITLE. 3 14-4605. 14-4604. 4 THE DIVISION SHALL: $\mathbf{5}$ (1) **CREATE A MODEL NOTICE REGARDING OPEN-LOOP GIFT CARDS** 6 FOR USE BY MERCHANTS THAT: 7 **(I)** CAUTIONS A CONSUMER ABOUT GIFT CARD SCAMS; 8 **(II)** INSTRUCTS A CONSUMER ON WHAT TO DO IF THE 9 CONSUMER SUSPECTS THE CONSUMER MAY BE A VICTIM OF A GIFT CARD SCAM; AND 10 (III) INDICATES A GIFT CARD MAY NOT BE USED TO PAY DEBT; 11 (2) ISSUE GUIDELINES REGARDING THE DETECTION AND 12**PREVENTION OF OPEN-LOOP GIFT CARD FRAUD THAT INCLUDE:** 13**(I)** INFORMATION THAT RAISES PUBLIC AWARENESS ABOUT 14GIFT CARD FRAUD; 15INFORMATION ABOUT HOW COMMON GIFT CARD FRAUD **(II)** 16 **SCHEMES WORK; AND** 17(III) BEST PRACTICES FOR A MERCHANT TO PREVENT GIFT CARD 18 FRAUD; AND 19 (3) MAKE AVAILABLE ONLINE AND PERIODICALLY UPDATE THE 20MODEL NOTICE AND GUIDELINES REQUIRED UNDER THIS SECTION. 2114-4605. 22**(**A**)** THIS SECTION APPLIES ONLY TO THIRD-PARTY GIFT CARD RESELLERS. 23**(B)** SUBJECT TO SUBSECTION (C) OF THIS SECTION, WHEN A THIRD-PARTY 24GIFT CARD RESELLER BUYS OR SELLS AN OPEN-LOOP GIFT CARD AS PART OF A TRANSACTION OCCURRING IN THE STATE, THE THIRD-PARTY GIFT CARD RESELLER 2526SHALL RECORD AND FOR AT LEAST 3 YEARS MAINTAIN A COPY OF THE FOLLOWING 27**INFORMATION, AS APPLICABLE:** 28(1) THE DATE OF THE TRANSACTION; 29(2) THE NAME OF THE PERSON WHO CONDUCTED THE TRANSACTION;

1	<u>(3)</u>	THE NAME, AGE, AND ADDRESS OF THE SELLER OF THE GIFT
2	CARD;	
0	(A)	THE GELLED'S AND CONSUMED'S DDD/ED'S LICENSE NUMBED OD
$\frac{3}{4}$	<u>(4)</u> IDENTIFICATION	THE SELLER'S AND CONSUMER'S DRIVER'S LICENSE NUMBER OR
4	IDENTIFICATION	CARD NUMBER,
5	<u>(5)</u>	A DESCRIPTION OF THE PURCHASED GIFT CARD, INCLUDING:
6		(I) THE RETAILER FOR WHICH THE GIFT CARD IS INTENDED
7	FOR USE; AND	
8		(II) THE GIFT CARD NUMBER;
0		(II) I HE GIFT CARD NUMBER,
9	(6)	THE SPECIFIC AMOUNT ISSUED ON THE GIFT CARD;
10	<u>(7)</u>	THE PRICES PAID TO CONDUCT THE TRANSACTION; AND
		m
11	<u>(8)</u>	THE SIGNATURE OF THE CONSUMER.
12	(C) (1)	THE INFORMATION RECORDED AND MAINTAINED UNDER
12 13		OF THIS SECTION SHALL CHRONOLOGICALLY BE WRITTEN IN INK
14	· · · · · ·	O A SECURE DATABASE, SOFTWARE SYSTEM, OR OTHER SIMILAR
15	TECHNOLOGY PL	· · · · ·
16	<u>(2)</u>	EXCEPT AS PROVIDED IN PARAGRAPH (3) OF THIS SUBSECTION,
17	RECORDED INFO	RMATION MAY NOT BE DESTROYED, ALTERED, OR ERASED.
10	(9)	A HANDUDITEN CODDECTION MAY DE MADE TO AN ENTRY OF
18 19	$\frac{(3)}{(3)}$	A HANDWRITTEN CORRECTION MAY BE MADE TO AN ENTRY OF Y DRAWING A LINE OF INK THROUGH THE ENTRY IN A MANNER THAT
$\frac{19}{20}$	RETAINS LEGIBI	
20		
21	<u>(4)</u>	INFORMATION RECORDED UNDER THIS SECTION SHALL BE OPEN
22	TO INSPECTION I	BY ANY DULY AUTHORIZED LAW ENFORCEMENT OFFICER:
23		(I) DURING THE ORDINARY BUSINESS HOURS OF THE
24	THIRD–PARTY GI	IFT CARD RESELLER; OR
25		(II) AT ANY REASONABLE TIME.
40		<u>117</u> <u>ATTAINT REASONABLE TIME.</u>
26	<u>(D)</u> <u>A</u> T	HIRD-PARTY GIFT CARD RESELLER, INCLUDING AN AGENT OR
27		HE THIRD-PARTY GIFT CARD RESELLER, MAY NOT:

1		(1) FAIL TO MAKE AN ENTRY OF OR FALSIFY, DESTROY, OR REMOVE
2	ANY INFOR	RMATION REQUIRED TO BE RECORDED AND MAINTAINED UNDER THIS
3	SECTION;	
4		(2) <u>REFUSE TO ALLOW ANY DULY AUTHORIZED LAW ENFORCEMENT</u>
5	OFFICER T	O INSPECT A RECORD OF INFORMATION OR OPEN-LOOP GIFT CARDS IN
6	THE THIRI	D-PARTY GIFT CARD RESELLER'S POSSESSION DURING THE ORDINARY
7	BUSINESS	HOURS OF THE RESELLER OR AT ANY REASONABLE TIME; OR
8		(3) FAIL TO MAINTAIN A RECORD OF EACH OPEN-LOOP GIFT CARD
9	TRANSACT	<u>ION FOR AT LEAST 3 YEARS.</u>
10	<u>(E)</u>	ON THE FILING OF AN OFFICIAL REPORT WITH A LAW ENFORCEMENT
11	AGENCY BY	Y ANY PERSON ALLEGING TO BE A VICTIM OF THEFT OF ONE OR MORE
12	OPEN-LOO	P GIFT CARDS WITH AN AGGREGATE VALUE EXCEEDING \$500, THE LAW
13	ENFORCEM	IENT AGENCY MAY REQUEST THAT THE ISSUER OF THE GIFT CARDS OR
14	THE ISSUE	ER'S AGENTS PRESERVE AND PROVIDE TO THE LAW ENFORCEMENT
15	AGENCY AI	LL RELEVANT EVIDENCE REASONABLY FORESEEABLE AS OF ASSISTANCE
16	<u>TO FUTURI</u>	E CRIMINAL ACTIONS IN ACCORDANCE WITH STATE LAW.
17	14 - 4606.	
18	<u>(A)</u>	A EXCEPT AS PROVIDED IN SUBSECTION (B) OF THIS SECTION, A
19	VIOLATION	NOF THIS SUBTITLE IS:
20		(1) AN UNFAIR, ABUSIVE, OR DECEPTIVE TRADE PRACTICE WITHIN
21	THE MEAN	ING OF TITLE 13 OF THIS ARTICLE; AND
00		
22		(2) SUBJECT TO THE PENALTY AND ENFORCEMENT PROVISIONS
23	CONTAINE	D IN TITLE 13 OF THIS ARTICLE.
.		
24	<u>(B)</u>	EXCEPT FOR AN ACTION BROUGHT UNDER § 13–408 OF THIS ARTICLE, A
25		HO VIOLATES THIS SUBTITLE IS SUBJECT TO A WARNING FOR A FIRST
26	VIOLATION	<u>.</u>
97	SEC	NON 9 AND DE IT EUDTUED ENACTED That the Large of Maryland read
$\frac{27}{28}$	as follows:	<u>FION 2. AND BE IT FURTHER ENACTED, That the Laws of Maryland read</u>
20	<u>as ionows.</u>	
29		<u>Article – Commercial Law</u>
20		
30	14-4601.	
31	<u>(a)</u>	In this subtitle the following words have the meanings indicated.
32	<u>(B)</u>	<u>"CLOSED-LOOP GIFT CARD" MEANS A CARD, CODE, OR DEVICE THAT IS:</u>

1	<u>(1)</u>	ISSUED TO A CONSUMER ON A PREPAID BASIS PRIMARILY FOR	
2	PERSONAL, FAMILY, OR HOUSEHOLD PURPOSES IN A SPECIFIED AMOUNT,		
3		WHETHER THAT AMOUNT MAY BE INCREASED OR RELOADED IN	
4	EXCHANGE FOR	PAYMENT; AND	
~	(0)		
5	<u>(2)</u>	REDEEMABLE ON PRESENTATION BY A CONSUMER AT A SINGLE	
6	MERCHANT OR A	GROUP OF AFFILIATED MERCHANTS.	
7	[(b)] (C)	<u>"Division" has the meaning stated in § 13–101 of this article.</u>	
8	[(c)] (D)	"Merchant" has the meaning stated in § 13–101 of this article.	
9	[(d)] (E)	<u>"Open–loop gift card" means a card, code, or device that is:</u>	
10	(1)	Issued to a consumer on a prepaid basis primarily for personal, family,	
11		poses in a specified amount, regardless of whether that amount may be	
12		ded in exchange for payment;	
13	<u>(2)</u>	Is payment card network branded; and	
14	<u>(3)</u>	(i) <u>Redeemable on presentation at multiple unaffiliated merchants</u>	
15	for goods or servic	es within the payment card network; or	
16		(ii) Usable at an automated teller machine.	
17	[(e)] (F)	"Third-party gift card reseller" means a merchant who, without	
18	<u></u>	n or affiliation with the business entity issuing an [open-loop] OPEN-OR	
19		gift card, is engaged in the business of:	
10	A CLOSED-LOOI	gitt card, is engaged in the business of.	
20	(1)	Buying [open-loop] OPEN- OR CLOSED-LOOP gift cards on behalf of	
$\frac{20}{21}$	consumers; or	buying [open 100p] OFEN OR CLOSED LOOF gift cards on behan of	
4 1	<u>consumers, or</u>		
22	<u>(2)</u>	Reselling [open-loop] OPEN- OR CLOSED-LOOP gift cards to	
23	consumers.	hosoning open loop of hit on choshe hoor gift datas to	
	<u></u>		
24	<u>14–4602.</u>		
25	<u>(a)</u> <u>Exce</u>	pt as provided in subsection (b) of this section, a merchant may not	
26	<u>knowingly sell an</u>	[open-loop] OPEN- OR A CLOSED-LOOP gift card to a consumer unless:	
27	<u>(1)</u>	The merchant conspicuously displays a notice in substantially the same	
28	form as the model	notice created under § 14–4604(1) of this subtitle:	
00		(i) For an in parson as least an associate list in the list of the	
29		(i) For an in-person sale, at or near the physical location where:	

	10	HOUSE BILL 896
1		<u>1.</u> The gift card is displayed for sale; or
2		<u>2.</u> <u>The sale occurs; or</u>
3	<u>(ii)</u>	For an online sale, on the webpage:
4		<u>1.</u> <u>Where the gift card is offered for sale; or</u>
5		2. That is displayed before the sale is finalized; [and]
$6 \\ 7$	(2) For a <u>in secure packaging that</u>	<u>an in–person sale of an open–loop gift card, the gift card is enclosed</u> <u>:</u>
8 9	<u>(i)</u> tampering;	Is sealed in a manner that is not easily opened without signs of
$10 \\ 11 \\ 12$	<u>(ii)</u> <u>codes specific to the acti</u> <u>CVV number, PIN numb</u>	Except as provided in item (iii) of this item, conceals all numeric vation or the redemption of the gift card, including any bar code, per, or activation code:
$\begin{array}{c} 13\\14\\15\end{array}$	<u>(iii)</u> only if the packaging use concealed; and	<u>Displays an activation code, bar code, or other activation data</u> ed is more secure than it otherwise would be if the data were fully
$\begin{array}{c} 16 \\ 17 \end{array}$	<u>(iv)</u> substantially similar to t	<u>Includes a warning that states the following or uses language</u> the following:
18	<u>"Do not sell or purcha</u>	ase if packaging has been broken or indicates tampering"; AND
19 20		AN IN–PERSON SALE OF A CLOSED–LOOP GIFT CARD, THE TED IN PACKAGING THAT:
21 22 23		<u>1.</u> <u>Conceals or covers, in a manner that is not</u> <u>Replaced without signs of tampering, all numeric</u> <u>ie redemption of the gift card; or</u>
24 25 26 27 28	ITEM 1 OF THIS ITEM, H EASILY REMOVED OR	2. IF MADE MORE SECURE THROUGH PARTIAL OVERING THAN FULL CONCEALMENT OR COVERING UNDER PARTIALLY CONCEALS OR COVERS, IN A MANNER THAT IS NOT REPLACED WITHOUT SIGNS OF TAMPERING, ALL NUMERIC EDEMPTION OF THE GIFT CARD; AND
$\begin{array}{c} 29\\ 30 \end{array}$	(II) USES LANGUAGE SUBS	INCLUDES A WARNING THAT STATES THE FOLLOWING OR TANTIALLY SIMILAR TO THE FOLLOWING:

1	<u>"Do not sell or purchase if packaging has been broken or indicates</u>
2	TAMPERING.".
$3 \\ 4 \\ 5$	(b) <u>A merchant may sell an [open-loop] OPEN- OR A CLOSED-LOOP gift card</u> that is not enclosed in secure packaging as required under subsection (a)(2) of this section <u>if:</u>
$6 \\ 7$	(1) The gift card is a chip–enabled, numberless card that is activated by a consumer after registering the card on the card issuer's website; or
8	(2) The gift card:
9	(i) <u>Is sold exclusively by:</u>
10 11	<u>1.</u> <u>A merchant for use only at the retail establishment of the</u>
$\frac{12}{13}$	2. <u>A group of affiliated merchants for use only at the retail</u> establishments of the affiliated merchants; and
$\begin{array}{c} 14 \\ 15 \end{array}$	(ii) <u>Is secured in a physical location within the merchant's retail</u> establishment that is accessible only by an employee of the merchant.
16	<u>14–4603.</u>
17 18 19 20 21	<u>A merchant that displays an [open-loop] OPEN- OR A CLOSED-LOOP gift card for</u> sale at a retail establishment shall provide training to all employees of the merchant whose duties regularly include the sale of [open-loop] OPEN- OR CLOSED-LOOP gift cards to consumers on how to identify and respond to gift card fraud in accordance with the guidelines established under § 14-4604(2) of this subtitle.
22	<u>14–4604.</u>
23	The Division shall:
$\frac{24}{25}$	(1) Create a model notice regarding [open-loop] OPEN- AND CLOSED-LOOP gift cards for use by merchants that:
26	(i) <u>Cautions a consumer about gift card scams;</u>
$\begin{array}{c} 27\\ 28 \end{array}$	(ii) Instructs a consumer on what to do if the consumer suspects the consumer may be a victim of a gift card scam; and
29	(iii) Indicates a gift card may not be used to pay debt;

	12	HOUSE BILL 896
$\frac{1}{2}$		2) <u>Issue guidelines regarding the detection and prevention of [open-loop]</u> CLOSED-LOOP gift card fraud that include:
3		(i) Information that raises public awareness about gift card fraud;
4 5	and	(ii) Information about how common gift card fraud schemes work;
6		(iii) Best practices for a merchant to prevent gift card fraud; and
7 8		<u>3) Make available online and periodically update the model notice and uired under this section.</u>
9	<u>14–4605.</u>	
10	<u>(a)</u>	This section applies only to third-party gift card resellers.
11 12 13 14	buys or sells occurring in t	Subject to subsection (c) of this section, when a third–party gift card reseller an [open–loop] OPEN– OR A CLOSED–LOOP gift card as part of a transaction he State, the third–party gift card reseller shall record and for at least 3 years py of the following information, as applicable:
15		1) The date of the transaction;
16		2) The name of the person who conducted the transaction;
17		3) The name, age, and address of the seller of the gift card;
18 19	card number	4) The seller's and consumer's driver's license number or identification
20		5) <u>A description of the purchased gift card, including:</u>
21		(i) The retailer for which the gift card is intended for use; and
22		(ii) <u>The gift card number;</u>
23		6) <u>The specific amount issued on the gift card;</u>
24		7) The prices paid to conduct the transaction; and
25		8) <u>The signature of the consumer.</u>
$26 \\ 27 \\ 28$	section shall	1) The information recorded and maintained under subsection (b) of this chronologically be written in ink or logged into a secure database, software per similar technology platform

28 system, or other similar technology platform.

$\frac{1}{2}$	(2) Except as provided in paragraph (3) of this subsection, recorded information may not be destroyed, altered, or erased.
$\frac{3}{4}$	(3) <u>A handwritten correction may be made to an entry of information by</u> <u>drawing a line of ink through the entry in a manner that retains legibility.</u>
$5 \\ 6$	(4) Information recorded under this section shall be open to inspection by any duly authorized law enforcement officer:
7 8	(i) During the ordinary business hours of the third–party gift card reseller; or
9	(ii) <u>At any reasonable time.</u>
10 11	(d) <u>A third-party gift card reseller, including an agent or employee of the third-party gift card reseller, may not:</u>
12 13	(1) Fail to make an entry of or falsify, destroy, or remove any information required to be recorded and maintained under this section;
$14 \\ 15 \\ 16 \\ 17$	(2) Refuse to allow any duly authorized law enforcement officer to inspect a record of information or [open-loop] OPEN- OR CLOSED-LOOP gift cards in the third-party gift card reseller's possession during the ordinary business hours of the reseller or at any reasonable time; or
18 19	(3) <u>Fail to maintain a record of each [open-loop] OPEN- OR</u> <u>CLOSED-LOOP gift card transaction for at least 3 years.</u>
$20 \\ 21 \\ 22 \\ 23 \\ 24 \\ 25$	(e) On the filing of an official report to a law enforcement agency by any person alleging to be a victim of theft of one or more [open-loop] OPEN- OR CLOSED-LOOP gift cards with an aggregate value exceeding \$500, the law enforcement agency may request that the issuer of the gift cards or the issuer's agents preserve and provide to the law enforcement agency all relevant evidence reasonably foreseeable as of assistance to future criminal actions in accordance with State law.
$\frac{26}{27}$	SECTION $\frac{2}{2}$. AND BE IT FURTHER ENACTED, That Section 2 of this Act shall take effect October 1, $\frac{2024}{2025}$.
$\frac{28}{29}$	<u>SECTION 4. AND BE IT FURTHER ENACTED, That, except as provided in Section</u> <u>3 of this Act, this Act shall take effect June 1, 2025.</u>