

Stricken language would be deleted from and underlined language would be added to present law.
Act 61 of the Regular Session

State of Arkansas
93rd General Assembly
Regular Session, 2021

As Engrossed: H1/21/21
A Bill

HOUSE BILL 1051

By: Representative Eubanks
By: Senator G. Stubblefield

For An Act To Be Entitled

AN ACT CONCERNING ADVERTISING FOR LICENSEES REGULATED UNDER THE PRIVATE SECURITY AGENCY, PRIVATE INVESTIGATOR, AND SCHOOL SECURITY LICENSING AND CREDENTIAL ACT; TO DECLARE AN EMERGENCY; AND FOR OTHER PURPOSES.

Subtitle

CONCERNING ADVERTISING FOR LICENSEES REGULATED UNDER THE PRIVATE SECURITY AGENCY, PRIVATE INVESTIGATOR, AND SCHOOL SECURITY LICENSING AND CREDENTIAL ACT; AND TO DECLARE AN EMERGENCY.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

SECTION 1. Arkansas Code Title 17, Chapter 40, Subchapter 3, is amended to add an additional section to read as follows:

17-40-356. Advertising.

Any time that a licensee is engaged in an activity regulated under this chapter, the licensee shall display the company name and license number or a statement referring to a website or toll-free number to obtain licensing information on all advertising and marketing materials, including without limitation letterhead, printed advertisements, electronic media advertisements, decals, and yard signs.

SECTION 2. EMERGENCY CLAUSE. It is found and determined by the



General Assembly of the State of Arkansas that home security and alarm companies often use advertising and marketing materials to promote their services; that in some cases, the home security and alarm companies that are advertising or sending marketing materials to the citizens of Arkansas are not licensed in this state or do not list the company name on the advertising or marketing materials; that the lack of licensing information and the company name from advertising and marketing materials can result in confusion to the consumers of Arkansas and may constitute deceptive advertising and marketing; and that this act is immediately necessary to protect the consumers of Arkansas from deceptive advertising and marketing materials. Therefore, an emergency is declared to exist, and this act being immediately necessary for the preservation of the public peace, health, and safety shall become effective on:

(1) The date of its approval by the Governor;

(2) If the bill is neither approved nor vetoed by the Governor, the expiration of the period of time during which the Governor may veto the bill; or

(3) If the bill is vetoed by the Governor and the veto is overridden, the date the last house overrides the veto.

/s/Eubanks

APPROVED: 2/4/21