

1 State of Arkansas
2 93rd General Assembly
3 Regular Session, 2021

A Bill

HOUSE BILL 1051

4
5 By: Representative Eubanks
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For An Act To Be Entitled

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

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15 CONCERNING ADVERTISING FOR LICENSEES
16 REGULATED UNDER THE PRIVATE SECURITY
17 AGENCY, PRIVATE INVESTIGATOR, AND SCHOOL
18 SECURITY LICENSING AND CREDENTIAL ACT;
19 AND TO DECLARE AN EMERGENCY.
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23 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
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25 SECTION 1. Arkansas Code Title 17, Chapter 40, Subchapter 3, is
26 amended to add an additional section to read as follows:

27 17-40-356. Advertising.

28 Any time that a licensee is engaged in an activity regulated under this
29 chapter, the licensee shall display the company name and license number or a
30 statement referring to a website or toll-free number to obtain licensing
31 information on all advertising and marketing materials, including without
32 limitation letterhead, printed advertisements, electronic media
33 advertisements, decals, and yard signs.
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35 SECTION 2. EMERGENCY CLAUSE. It is found and determined by the
36 General Assembly of the State of Arkansas that home security and alarm



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

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

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

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

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