

HOUSE RESEARCH

Bill Summary

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Subject: Deceptive telephone listings

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Overview

This bill prohibits the publication of telephone directory listings that are likely to mislead users of the directory as to the location of the business.

- 1 Advertising media excluded.** Provides that a publisher of a telephone directory is liable for the publication of a deceptive telephone listing prohibited by section 2 only if the publisher has knowledge of the deceptive nature of the listing or has a financial interest in the product being sold. This provision is incorporated into a subdivision generally protecting advertising media from liability for false advertisements.
- 2 Deceptive telephone directory listings.** Prohibits any person from publishing a telephone directory listing that is likely to create confusion as to the location of a place of business, either because of the business name used or because of the telephone number listed.