



February 13, 2026

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# ENGROSSED HOUSE BILL No. 1273

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DIGEST OF HB 1273 (Updated February 11, 2026 12:45 pm - DI 154)

**Citations Affected:** IC 24-4; IC 24-5.

**Synopsis:** Requirements for proxy advisors. Provides that if a proxy advisor makes a recommendation against entity management on an entity proposal or proxy proposal, or makes a default recommendation or policy concerning votes against entity management on entity proposals or proxy proposals, and the proxy advisor does not do so based on a written financial analysis, the proxy advisor shall do the following: (1) At the time the proxy advisor provides the proxy advisory services, provide a clear and conspicuous disclosure to each interest holder or any person acting on behalf of an interest holder, receiving the proxy advisory services, that: (A) identifies the services being provided by the proxy advisor; (B) identifies the recommendation at issue; and (C) states that the proxy advisor has made the recommendation without utilizing a written financial analysis regarding the impact that the recommended action would have on entity interest holders. (2) If the proxy advisor provides certain proxy advisory services, then at the time the proxy advisor provides the proxy  
(Continued next page)

**Effective:** July 1, 2026.

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## Pierce K, Andrade, Teshka

(SENATE SPONSOR — BALDWIN)

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January 6, 2026, read first time and referred to Committee on Financial Institutions.  
January 13, 2026, amended, reported — Do Pass.  
January 15, 2026, read second time, ordered engrossed.  
January 16, 2026, engrossed.  
January 20, 2026, read third time, passed. Yeas 67, nays 21.

SENATE ACTION

January 26, 2026, read first time and referred to Committee on Insurance and Financial Institutions.  
February 12, 2026, amended, reported favorably — Do Pass.

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advisory services, the proxy advisor must provide to entity management the disclosure provided to each interest holder or any person acting on behalf of an interest holder receiving the proxy advisory services. (3) For the entire time that a proxy advisor is providing proxy advisory services to an interest holder of an entity or any person acting on behalf of an interest holder of an entity, prominently display on the home page of the proxy advisor's website a statement that the proxy advisor has made a recommendation: (A) against entity management on an entity proposal or proxy proposal; and (B) without utilizing a written financial analysis regarding the impact that the recommended action would have on entity interest holders. Provides that if a proxy advisor makes a recommendation against entity management on an entity proposal or proxy proposal, or makes a default recommendation or policy concerning votes against entity management on entity proposals or proxy proposals, and the proxy advisor does so based on a written financial analysis, the proxy advisor shall do the following: (1) At the time the proxy advisor provides the proxy advisory services, provide a clear and conspicuous disclosure to each interest holder or any person acting on behalf of an interest holder, receiving proxy advisory services, that: (A) identifies the services being provided by the proxy advisor; (B) identifies the recommendation at issue; (C) states that the proxy advisor utilized a written financial analysis regarding the impact that the recommended action would have on entity interest holders in making the recommendation; and (D) states that the written financial analysis is available upon request. (2) Make the written financial analysis available to an interest holder or any person acting on behalf of an interest holder, receiving the proxy advisory services within a reasonable time after an interest holder or any person acting on behalf of an interest holder, receiving the proxy advisory services requests the written financial analysis. (3) If the proxy advisor provides certain proxy advisory services, then at the time the proxy advisor provides the proxy advisory services, the proxy advisor must provide a copy of the written financial analysis to entity management. Amends the definition of "consumer transaction" for purposes of the deceptive consumer sales act to include the provision of a product or service to a state agency or a local agency in Indiana. Amends the definition of "supplier" for purposes of the deceptive consumer sales act to include an entity that provides a product or service to a state agency or a local agency in Indiana. Provides that an action that arises from a consumer transaction involving the provision of a product or service by a supplier to a state agency may be brought and enforced only by the attorney general. Provides that an action that arises from a consumer transaction involving the provision of a product or service by a supplier to a local agency may be brought and enforced only by an attorney acting on behalf of the local agency, unless the local unit of government served by the local agency requests the attorney general to bring and enforce an action on behalf of the local unit. Provides that in an action that arises from a consumer transaction involving the provision of a product or service by a supplier to a state agency or a local agency, a court may take certain actions.



February 13, 2026

Second Regular Session of the 124th General Assembly (2026)

PRINTING CODE. Amendments: Whenever an existing statute (or a section of the Indiana Constitution) is being amended, the text of the existing provision will appear in *this style type*, additions will appear in **this style type**, and deletions will appear in ~~this style type~~.

Additions: Whenever a new statutory provision is being enacted (or a new constitutional provision adopted), the text of the new provision will appear in **this style type**. Also, the word **NEW** will appear in that style type in the introductory clause of each SECTION that adds a new provision to the Indiana Code or the Indiana Constitution.

Conflict reconciliation: Text in a statute in *this style type* or ~~this style type~~ reconciles conflicts between statutes enacted by the 2025 Regular Session of the General Assembly.

## ENGROSSED HOUSE BILL No. 1273

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A BILL FOR AN ACT to amend the Indiana Code concerning trade regulation.

*Be it enacted by the General Assembly of the State of Indiana:*

1 SECTION 1. IC 24-4-27.5 IS ADDED TO THE INDIANA CODE  
2 AS A **NEW** CHAPTER TO READ AS FOLLOWS [EFFECTIVE  
3 JULY 1, 2026]:

4 **Chapter 27.5. Proxy Advisors**  
5 **Sec. 0.5.** As used in this chapter, "affiliated group" means a  
6 group of one (1) or more entities in which a controlling interest is  
7 owned by a common owner or owners, either corporate or  
8 noncorporate, or by one (1) or more of the member entities.

9 **Sec. 0.7.** As used in this chapter, "charitable organization"  
10 means an organization that is recognized as tax exempt under  
11 Section 501(c)(3) of the Internal Revenue Code.

12 **Sec. 1.** As used in this chapter, "default recommendation or  
13 policy" means a system, set of rules, principles, or guidelines  
14 designed to assist with voting decisions on any entity proposals or  
15 proxy proposals.

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1           **Sec. 2. (a) As used in this chapter, "entity" means a:**

- 2           (1) business corporation (as defined in IC 23-0.5-1.5-3);  
 3           (2) general partnership (as defined in IC 23-0.5-1.5-13),  
 4           including a limited liability partnership (as defined in  
 5           IC 23-0.5-1.5-21);  
 6           (3) limited partnership (as defined in IC 23-0.5-1.5-22); or  
 7           (4) limited liability company (as defined in IC 23-0.5-1.5-20).

8           **(b) The term does not include:**

- 9           (1) an individual;  
 10          (2) a business trust, a trust with a predominately donative  
 11          purpose, or a charitable trust;  
 12          (3) an association or relationship that:  
 13                (A) is not listed in subsection (a); and  
 14                (B) is not a partnership under the rules stated in  
 15                IC 23-4-1-7 or a similar provision of the law of another  
 16                jurisdiction;  
 17          (4) a decedent's estate; or  
 18          (5) a government or a governmental subdivision, agency, or  
 19          instrumentality.

20           **Sec. 3. As used in this chapter, "entity management" means an**  
 21           **individual or group of individuals that actively oversee and direct**  
 22           **an entity's activities, resources, and personnel to accomplish the**  
 23           **entity's objectives.**

24           **Sec. 4. As used in this chapter, "entity proposal" means any**  
 25           **proposal made by an entity to its interest holders that is included**  
 26           **in the entity's proxy statement, including director nominations or**  
 27           **elections or any proposal relating to director nominations or**  
 28           **elections, executive compensation, corporate transactions,**  
 29           **corporate structure, auditor selection, or entity policy on any**  
 30           **subject.**

31           **Sec. 5. As used in this chapter, "interest" means:**

- 32           (1) a share in a business corporation (as defined in  
 33           IC 23-0.5-1.5-3); or  
 34           (2) a governance interest or economic interest in any other  
 35           type of unincorporated entity.

36           **Sec. 6. As used in this chapter, "interest holder" means a direct**  
 37           **holder of an interest in an entity.**

38           **Sec. 7. As used in this chapter, "proxy advisor" means a person**  
 39           **who, for compensation, provides a proxy advisory service to**  
 40           **interest holders of an entity or to other persons with authority to**  
 41           **vote on behalf of interest holders of an entity. The term does not**  
 42           **include:**



1 (1) a financial institution (as defined in IC 4-4-28-3) that has  
 2 its deposits insured by the FDIC (as defined in IC 28-6.2-1-10)  
 3 and provides proxy advisory services as a result of a fiduciary  
 4 duty that the financial institution owes to the recipient of the  
 5 financial institution's proxy advisory services, regardless of  
 6 whether the fiduciary duty is required by agreement, statute,  
 7 regulation, or common law; and

8 (2) any:

9 (A) employee of a financial institution described in  
 10 subdivision (1);

11 (B) affiliate of a financial institution described in  
 12 subdivision (1); and

13 (C) employee of an affiliate of a financial institution  
 14 described in subdivision (1).

15 Sec. 8. (a) As used in this chapter, "proxy advisory service"  
 16 means any of the following services that are provided in connection  
 17 with an entity or are provided to any person in Indiana:

18 (1) Advice or a recommendation on how to vote on an entity  
 19 proposal or proxy proposal.

20 (2) Proxy statement research and analysis regarding an entity  
 21 proposal or proxy proposal.

22 (3) Development of proxy voting recommendations or policies,  
 23 including establishing default recommendations or policies.

24 (b) The term does not include a charitable organization if:

25 (1) the charitable organization's gross annual revenue  
 26 attributable to proxy advisory services is less than five  
 27 hundred thousand dollars (\$500,000); and

28 (2) each affiliated group of the charitable organization has a  
 29 combined gross annual revenue attributable to proxy advisory  
 30 services that is less than five hundred thousand dollars  
 31 (\$500,000), if applicable.

32 Sec. 9. As used in this chapter, "proxy proposal" means any  
 33 proposal made by an interest holder of an entity that is included in  
 34 the entity's proxy statement, including a proposal relating to any  
 35 of the subjects that could be covered by an entity proposal.

36 Sec. 10. As used in this chapter, "written financial analysis"  
 37 means a written document that:

38 (1) analyzes the expected short term and long term financial  
 39 benefits and costs to an entity of implementing an entity  
 40 proposal or proxy proposal;

41 (2) concludes what vote or course of action is most likely to  
 42 positively affect interest holder value; and



1           (3) explains the methods and processes used to prepare the  
2           analysis, including the experience and geographic location of  
3           the personnel who formed the conclusion.

4           **Sec. 11. (a) If a proxy advisor makes a recommendation against**  
5           **entity management on an entity proposal or proxy proposal, or**  
6           **makes a default recommendation or policy concerning votes**  
7           **against entity management on entity proposals or proxy proposals,**  
8           **and the proxy advisor does not do so based on a written financial**  
9           **analysis, the proxy advisor shall do the following:**

10           (1) At the time the proxy advisor provides the proxy advisory  
11           services, provide a clear and conspicuous disclosure to each  
12           interest holder or any person acting on behalf of an interest  
13           holder receiving the proxy advisory services that:

14           (A) identifies the services being provided by the proxy  
15           advisor;

16           (B) identifies the recommendation or policy at issue; and

17           (C) states that the proxy advisor has made the  
18           recommendation or policy without utilizing a written  
19           financial analysis regarding the impact that the  
20           recommended action would have on entity interest holders  
21           that:

22           (i) analyzes the expected short term and long term  
23           financial benefits and costs to the entity of implementing  
24           the entity proposal or proxy proposal;

25           (ii) concludes what vote or course of action is most likely  
26           to positively affect interest holder value; and

27           (iii) explains the methods and processes used to prepare  
28           the analysis, including the experience and geographic  
29           location of the personnel who formed the conclusion.

30           (2) If the proxy advisor provides proxy advisory services  
31           described in section 8(1) or 8(2) of this chapter, then at the  
32           time the proxy advisor provides the proxy advisory services  
33           described in section 8(1) and 8(2) of this chapter, the proxy  
34           advisor must provide the disclosure described in subdivision  
35           (1) to entity management.

36           (3) For the entire time that a proxy advisor is providing proxy  
37           advisory services to an interest holder of an entity or any  
38           person acting on behalf of an interest holder of an entity,  
39           prominently display on the home page of the proxy advisor's  
40           website a statement that the proxy advisor has made a  
41           recommendation:

42           (A) against entity management on an entity proposal or



- 1 proxy proposal; and  
 2 **(B) without utilizing a written financial analysis regarding**  
 3 **the impact that the recommended action would have on**  
 4 **entity interest holders that:**  
 5 **(i) analyzes the expected short term and long term**  
 6 **financial benefits and costs to the entity of implementing**  
 7 **the entity proposal or proxy proposal;**  
 8 **(ii) concludes what vote or course of action is most likely**  
 9 **to positively affect interest holder value; and**  
 10 **(iii) explains the methods and processes used to prepare**  
 11 **the analysis, including the experience and geographic**  
 12 **location of the personnel who formed the conclusion.**
- 13 **(b) If a proxy advisor makes a recommendation against entity**  
 14 **management on an entity proposal or proxy proposal, or makes a**  
 15 **default recommendation or policy concerning votes against entity**  
 16 **management on entity proposals or proxy proposals, and the proxy**  
 17 **advisor does so based on a written financial analysis, the proxy**  
 18 **advisor shall do the following:**
- 19 **(1) At the time the proxy advisor provides the proxy advisory**  
 20 **services, provide a clear and conspicuous disclosure to each**  
 21 **interest holder or any person acting on behalf of an interest**  
 22 **holder receiving the proxy advisory services that:**
- 23 **(A) identifies the services being provided by the proxy**  
 24 **advisor;**  
 25 **(B) identifies the recommendation or policy at issue;**  
 26 **(C) states that the proxy advisor utilized a written financial**  
 27 **analysis that:**  
 28 **(i) analyzes the expected short term and long term**  
 29 **financial benefits and costs to the entity of implementing**  
 30 **the entity proposal or proxy proposal;**  
 31 **(ii) concludes what vote or course of action is most likely**  
 32 **to positively affect interest holder value; and**  
 33 **(iii) explains the methods and processes used to prepare**  
 34 **the analysis, including the experience and geographic**  
 35 **location of the personnel who formed the conclusion; and**  
 36 **(D) states that the written financial analysis described in**  
 37 **clause (C) is available upon request.**
- 38 **(2) Make the written financial analysis described in**  
 39 **subdivision (1)(C) available to an interest holder or any**  
 40 **person acting on behalf of an interest holder, receiving the**  
 41 **proxy advisory services within a reasonable time after an**  
 42 **interest holder or any person acting on behalf of an interest**



holder, receiving the proxy advisory services requests the written financial analysis.

(3) If the proxy advisor provides proxy advisory services described in section 8(1) or 8(2) of this chapter, then at the time the proxy advisor provides the proxy advisory services described in section 8(1) and 8(2) of this chapter, the proxy advisor must provide a copy of the written financial analysis described in subdivision (1)(C) to entity management.

Sec. 12. (a) As used in this section, "interested person" means:

(1) a recipient of proxy advisory services provided by a proxy advisor;

(2) an entity that is the subject of proxy advisory services described in section 8(1) or 8(2) of this chapter provided by a proxy advisor; and

(3) any interest holder of an entity that is the subject of proxy advisory services described in section 8(1) or 8(2) of this chapter provided by a proxy advisor.

(b) A proxy advisor who violates any provision of this chapter commits a deceptive act which is actionable under IC 24-5-0.5 and subject to the penalties of IC 24-5-0.5.

(c) Notwithstanding subsection (b), an interested person may bring an action seeking a declaratory judgment or injunctive relief against a proxy advisor who the interested person believes has violated this chapter. Not later than seven (7) days after the date on which an interested person brings an action under this subsection, the interested person shall provide written notice to the attorney general that informs the attorney general of the existence of the action. The attorney general has the right to intervene in an action under this subsection.

SECTION 2. IC 24-5-0.5-2, AS AMENDED BY P.L.206-2025, SECTION 5, AND AS AMENDED BY P.L.227-2025, SECTION 42, AND AS AMENDED BY THE TECHNICAL CORRECTIONS BILL OF THE 2026 GENERAL ASSEMBLY, IS CORRECTED AND AMENDED TO READ AS FOLLOWS [EFFECTIVE JULY 1, 2026]:

Sec. 2. (a) As used in this chapter:

(1) "Consumer transaction" means a sale, lease, assignment, award by chance, or other disposition of an item of personal property, real property, a service, or an intangible, except securities and policies or contracts of insurance issued by corporations authorized to transact an insurance business under the laws of the state of Indiana, with or without an extension of credit, to a person for purposes that are primarily personal,



1 familial, charitable, agricultural, or household, or a solicitation to  
 2 supply any of these things. However, the term includes the  
 3 following:

4 (A) A transfer of structured settlement payment rights under  
 5 IC 34-50-2.

6 (B) An unsolicited advertisement sent to a person by telephone  
 7 facsimile machine offering a sale, lease, assignment, award by  
 8 chance, or other disposition of an item of personal property,  
 9 real property, a service, or an intangible.

10 (C) The collection of or attempt to collect a debt by a debt  
 11 collector.

12 (D) *The provision of a product or service to a:*

13 (i) *state law enforcement agency; or*

14 (ii) *local law enforcement agency;*

15 **(iii) state agency; or**

16 **(iv) local agency;**

17 *in Indiana.*

18 ~~(D)~~ (E) *Conduct that arises from, occurs in connection with,*  
 19 *or otherwise involves a transaction for emergency towing (as*  
 20 *defined in IC 24-14-2-5) of a personal or commercial vehicle.*

21 (2) "Person" means an individual, corporation, the state of Indiana  
 22 or its subdivisions or agencies, business trust, estate, trust,  
 23 partnership, association, nonprofit corporation or organization, or  
 24 cooperative or any other legal entity.

25 (3) "Supplier" means the following:

26 (A) A seller, lessor, assignor, or other person who regularly  
 27 engages in or solicits consumer transactions, including  
 28 soliciting a consumer transaction by using a telephone  
 29 facsimile machine to transmit an unsolicited advertisement.  
 30 The term includes a manufacturer, *a* wholesaler, ~~or~~ *a* retailer,  
 31 *or, in a consumer transaction described in subdivision (1)(D),*  
 32 *an entity that provides a product or service to a state law*  
 33 *enforcement agency, or local law enforcement agency, **state***  
 34 ***agency, or local agency in Indiana,** whether or not the person*  
 35 *deals directly with the consumer.*

36 (B) A debt collector.

37 (4) "Subject of a consumer transaction" means the personal  
 38 property, real property, services, or intangibles offered or  
 39 furnished in a consumer transaction.

40 (5) "Cure" as applied to a deceptive act, means either:

41 (A) to offer in writing to adjust or modify the consumer  
 42 transaction to which the act relates to conform to the



- 1 reasonable expectations of the consumer generated by such  
 2 deceptive act and to perform such offer if accepted by the  
 3 consumer; or  
 4 (B) to offer in writing to rescind such consumer transaction  
 5 and to perform such offer if accepted by the consumer.  
 6 The term includes an offer in writing of one (1) or more items of  
 7 value, including monetary compensation, that the supplier  
 8 delivers to a consumer or a representative of the consumer if  
 9 accepted by the consumer.
- 10 (6) "Offer to cure" as applied to a deceptive act is a cure that:  
 11 (A) is reasonably calculated to remedy a loss claimed by the  
 12 consumer; and  
 13 (B) includes a minimum additional amount that is the greater  
 14 of:  
 15 (i) ten percent (10%) of the value of the remedy under  
 16 clause (A), but not more than four thousand dollars  
 17 (\$4,000); or  
 18 (ii) five hundred dollars (\$500);  
 19 as compensation for attorney's fees, expenses, and other costs  
 20 that a consumer may incur in relation to the deceptive act.
- 21 (7) "Uncured deceptive act" means: ~~a deceptive act~~:  
 22 (A) **a deceptive act** with respect to which a consumer who has  
 23 been damaged by such act has given notice to the supplier  
 24 under section 5(a) of this chapter; and  
 25 (B) either:  
 26 (i) no offer to cure has been made to such consumer within  
 27 thirty (30) days after such notice; or  
 28 (ii) the act has not been cured as to such consumer within a  
 29 reasonable time after the consumer's acceptance of the offer  
 30 to cure.
- 31 (8) "Incurable deceptive act" means a deceptive act done by a  
 32 supplier as part of a scheme, artifice, or device with intent to  
 33 defraud or mislead. The term includes a failure of a transferee of  
 34 structured settlement payment rights to timely provide a true and  
 35 complete disclosure statement to a payee as provided under  
 36 IC 34-50-2 in connection with a direct or indirect transfer of  
 37 structured settlement payment rights.
- 38 (9) **"Local agency" means an administration, an agency, an**  
 39 **authority, a board, a bureau, a commission, a committee, a**  
 40 **council, a department, a division, an institution, an office, an**  
 41 **officer, a service, or other similar body of a political**  
 42 **subdivision created or established under law.**



- 1           **(10) "Political subdivision" means a county, township, city,**  
 2           **town, municipal corporation (as defined in IC 36-1-2-10), or**  
 3           **special taxing district. However, the term does not include a**  
 4           **school corporation or charter school.**
- 5           ~~(9)~~ **(11) "Senior consumer" means an individual who is at least**  
 6           **sixty (60) years of age.**
- 7           **(12) "State agency" means an administration, an agency, an**  
 8           **authority, a board, a bureau, a commission, a committee, a**  
 9           **council, a department, a division, an institution, an office, an**  
 10           **officer, a service, or other similar body of state government**  
 11           **created or established under law. The term includes a body**  
 12           **corporate and politic of the state created by statute. The term**  
 13           **does not include a state educational institution (as defined in**  
 14           **IC 21-7-13-32).**
- 15           ~~(10)~~ **(13) "Telephone facsimile machine" means equipment that**  
 16           **has the capacity to transcribe text or images, or both, from:**
- 17                   (A) paper into an electronic signal and to transmit that signal  
 18                   over a regular telephone line; or
- 19                   (B) an electronic signal received over a regular telephone line  
 20                   onto paper.
- 21           ~~(11)~~ **(14) "Unsolicited advertisement" means material advertising**  
 22           **the commercial availability or quality of:**
- 23                   (A) property;  
 24                   (B) goods; or  
 25                   (C) services;
- 26           that is transmitted to a person without the person's prior express  
 27           invitation or permission, in writing or otherwise.
- 28           ~~(12)~~ **(15) "Debt" has the meaning set forth in 15 U.S.C.**  
 29           **1692(a)(5).**
- 30           ~~(13)~~ **(16) "Debt collector" has the meaning set forth in 15 U.S.C.**  
 31           **1692(a)(6). The term does not include a person admitted to the**  
 32           **practice of law in Indiana if the person is acting within the course**  
 33           **and scope of the person's practice as an attorney. The term**  
 34           **includes a debt buyer (as defined in IC 24-5-15.5).**
- 35           (b) As used in section 3(b)(15) and 3(b)(16) of this chapter:
- 36                   (1) "Directory assistance" means the disclosure of telephone  
 37                   number information in connection with an identified telephone  
 38                   service subscriber by means of a live operator or automated  
 39                   service.
- 40                   (2) "Local telephone directory" refers to a telephone classified  
 41                   advertising directory or the business section of a telephone  
 42                   directory that is distributed by a telephone company or directory



1 publisher to subscribers located in the local exchanges contained  
 2 in the directory. The term includes a directory that includes  
 3 listings of more than one (1) telephone company.  
 4 (3) "Local telephone number" refers to a telephone number that  
 5 has the three (3) number prefix used by the provider of telephone  
 6 service for telephones physically located within the area covered  
 7 by the local telephone directory in which the number is listed. The  
 8 term does not include long distance numbers or 800-, 888-, or  
 9 900- exchange numbers listed in a local telephone directory.

10 SECTION 3. IC 24-5-0.5-3, AS AMENDED BY P.L.104-2024,  
 11 SECTION 42, IS AMENDED TO READ AS FOLLOWS [EFFECTIVE  
 12 JULY 1, 2026]: Sec. 3. (a) A supplier may not commit an unfair,  
 13 abusive, or deceptive act, omission, or practice in connection with a  
 14 consumer transaction. Such an act, omission, or practice by a supplier  
 15 is a violation of this chapter whether it occurs before, during, or after  
 16 the transaction. An act, omission, or practice prohibited by this section  
 17 includes both implicit and explicit misrepresentations.

18 (b) Without limiting the scope of subsection (a), the following acts,  
 19 and the following representations as to the subject matter of a  
 20 consumer transaction, made orally, in writing, or by electronic  
 21 communication, by a supplier, are deceptive acts:

22 (1) That such subject of a consumer transaction has sponsorship,  
 23 approval, performance, characteristics, accessories, uses, or  
 24 benefits it does not have which the supplier knows or should  
 25 reasonably know it does not have.

26 (2) That such subject of a consumer transaction is of a particular  
 27 standard, quality, grade, style, or model, if it is not and if the  
 28 supplier knows or should reasonably know that it is not.

29 (3) That such subject of a consumer transaction is new or unused,  
 30 if it is not and if the supplier knows or should reasonably know  
 31 that it is not.

32 (4) That such subject of a consumer transaction will be supplied  
 33 to the public in greater quantity than the supplier intends or  
 34 reasonably expects.

35 (5) That replacement or repair constituting the subject of a  
 36 consumer transaction is needed, if it is not and if the supplier  
 37 knows or should reasonably know that it is not.

38 (6) That a specific price advantage exists as to such subject of a  
 39 consumer transaction, if it does not and if the supplier knows or  
 40 should reasonably know that it does not.

41 (7) That the supplier has a sponsorship, approval, or affiliation in  
 42 such consumer transaction the supplier does not have, and which



- 1 the supplier knows or should reasonably know that the supplier  
2 does not have.
- 3 (8) That such consumer transaction involves or does not involve  
4 a warranty, a disclaimer of warranties, or other rights, remedies,  
5 or obligations, if the representation is false and if the supplier  
6 knows or should reasonably know that the representation is false.
- 7 (9) That the consumer will receive a rebate, discount, or other  
8 benefit as an inducement for entering into a sale or lease in return  
9 for giving the supplier the names of prospective consumers or  
10 otherwise helping the supplier to enter into other consumer  
11 transactions, if earning the benefit, rebate, or discount is  
12 contingent upon the occurrence of an event subsequent to the time  
13 the consumer agrees to the purchase or lease.
- 14 (10) That the supplier is able to deliver or complete the subject of  
15 the consumer transaction within a stated period of time, when the  
16 supplier knows or should reasonably know the supplier could not.  
17 If no time period has been stated by the supplier, there is a  
18 presumption that the supplier has represented that the supplier  
19 will deliver or complete the subject of the consumer transaction  
20 within a reasonable time, according to the course of dealing or the  
21 usage of the trade.
- 22 (11) That the consumer will be able to purchase the subject of the  
23 consumer transaction as advertised by the supplier, if the supplier  
24 does not intend to sell it.
- 25 (12) That the replacement or repair constituting the subject of a  
26 consumer transaction can be made by the supplier for the estimate  
27 the supplier gives a customer for the replacement or repair, if the  
28 specified work is completed and:
- 29 (A) the cost exceeds the estimate by an amount equal to or  
30 greater than ten percent (10%) of the estimate;
- 31 (B) the supplier did not obtain written permission from the  
32 customer to authorize the supplier to complete the work even  
33 if the cost would exceed the amounts specified in clause (A);
- 34 (C) the total cost for services and parts for a single transaction  
35 is more than seven hundred fifty dollars (\$750); and
- 36 (D) the supplier knew or reasonably should have known that  
37 the cost would exceed the estimate in the amounts specified in  
38 clause (A).
- 39 (13) That the replacement or repair constituting the subject of a  
40 consumer transaction is needed, and that the supplier disposes of  
41 the part repaired or replaced earlier than seventy-two (72) hours  
42 after both:



- 1 (A) the customer has been notified that the work has been  
 2 completed; and  
 3 (B) the part repaired or replaced has been made available for  
 4 examination upon the request of the customer.
- 5 (14) Engaging in the replacement or repair of the subject of a  
 6 consumer transaction if the consumer has not authorized the  
 7 replacement or repair, and if the supplier knows or should  
 8 reasonably know that it is not authorized.
- 9 (15) The act of misrepresenting the geographic location of the  
 10 supplier by listing an alternate business name or an assumed  
 11 business name (as described in IC 23-0.5-3-4) in a local telephone  
 12 directory if:  
 13 (A) the name misrepresents the supplier's geographic location;  
 14 (B) the listing fails to identify the locality and state of the  
 15 supplier's business;  
 16 (C) calls to the local telephone number are routinely forwarded  
 17 or otherwise transferred to a supplier's business location that  
 18 is outside the calling area covered by the local telephone  
 19 directory; and  
 20 (D) the supplier's business location is located in a county that  
 21 is not contiguous to a county in the calling area covered by the  
 22 local telephone directory.
- 23 (16) The act of listing an alternate business name or assumed  
 24 business name (as described in IC 23-0.5-3-4) in a directory  
 25 assistance data base if:  
 26 (A) the name misrepresents the supplier's geographic location;  
 27 (B) calls to the local telephone number are routinely forwarded  
 28 or otherwise transferred to a supplier's business location that  
 29 is outside the local calling area; and  
 30 (C) the supplier's business location is located in a county that  
 31 is not contiguous to a county in the local calling area.
- 32 (17) The violation by a supplier of IC 24-3-4 concerning  
 33 cigarettes for import or export.
- 34 (18) The act of a supplier in knowingly selling or reselling a  
 35 product to a consumer if the product has been recalled, whether  
 36 by the order of a court or a regulatory body, or voluntarily by the  
 37 manufacturer, distributor, or retailer, unless the product has been  
 38 repaired or modified to correct the defect that was the subject of  
 39 the recall.
- 40 (19) The violation by a supplier of 47 U.S.C. 227, including any  
 41 rules or regulations issued under 47 U.S.C. 227.
- 42 (20) The violation by a supplier of the federal Fair Debt



- 1 Collection Practices Act (15 U.S.C. 1692 et seq.), including any  
2 rules or regulations issued under the federal Fair Debt Collection  
3 Practices Act (15 U.S.C. 1692 et seq.).  
4 (21) A violation of IC 24-5-7 (concerning health spa services), as  
5 set forth in IC 24-5-7-17.  
6 (22) A violation of IC 24-5-8 (concerning business opportunity  
7 transactions), as set forth in IC 24-5-8-20.  
8 (23) A violation of IC 24-5-10 (concerning home consumer  
9 transactions), as set forth in IC 24-5-10-18.  
10 (24) A violation of IC 24-5-11 (concerning real property  
11 improvement contracts), as set forth in IC 24-5-11-14.  
12 (25) A violation of IC 24-5-12 (concerning telephone  
13 solicitations), as set forth in IC 24-5-12-23.  
14 (26) A violation of IC 24-5-13.5 (concerning buyback motor  
15 vehicles), as set forth in IC 24-5-13.5-14.  
16 (27) A violation of IC 24-5-14 (concerning automatic  
17 dialing-announcing devices), as set forth in IC 24-5-14-13.  
18 (28) A violation of IC 24-5-15 (concerning credit services  
19 organizations), as set forth in IC 24-5-15-11.  
20 (29) A violation of IC 24-5-16 (concerning unlawful motor  
21 vehicle subleasing), as set forth in IC 24-5-16-18.  
22 (30) A violation of IC 24-5-17 (concerning environmental  
23 marketing claims), as set forth in IC 24-5-17-14.  
24 (31) A violation of IC 24-5-19 (concerning deceptive commercial  
25 solicitation), as set forth in IC 24-5-19-11.  
26 (32) A violation of IC 24-5-21 (concerning prescription drug  
27 discount cards), as set forth in IC 24-5-21-7.  
28 (33) A violation of IC 24-5-23.5-7 (concerning real estate  
29 appraisals), as set forth in IC 24-5-23.5-9.  
30 (34) A violation of IC 24-5-26 (concerning identity theft), as set  
31 forth in IC 24-5-26-3.  
32 (35) A violation of IC 24-5-5 (concerning mortgage rescue fraud),  
33 as set forth in IC 24-5-5-6-1.  
34 (36) A violation of IC 24-8 (concerning promotional gifts and  
35 contests), as set forth in IC 24-8-6-3.  
36 (37) A violation of IC 21-18.5-6 (concerning representations  
37 made by a postsecondary credit bearing proprietary educational  
38 institution), as set forth in IC 21-18.5-6-22.5.  
39 (38) A violation of IC 24-5-15.5 (concerning collection actions of  
40 a plaintiff debt buyer), as set forth in IC 24-5-15.5-6.  
41 (39) A violation of IC 24-14 (concerning towing services), as set  
42 forth in IC 24-14-10-1.



- 1 (40) A violation of IC 24-5-14.5 (concerning misleading or  
2 inaccurate caller identification information), as set forth in  
3 IC 24-5-14.5-12.
- 4 (41) A violation of IC 24-5-27 (concerning intrastate inmate  
5 calling services), as set forth in IC 24-5-27-27.
- 6 (42) A violation of IC 15-21 (concerning sales of dogs by retail  
7 pet stores), as set forth in IC 15-21-7-4.
- 8 (43) A violation of IC 24-4-23 (concerning the security of  
9 information collected and transmitted by an adult oriented website  
10 operator), as set forth in IC 24-4-23-14.
- 11 **(44) A violation of IC 24-4-27.5 (concerning proxy advisors),**  
12 **as set forth in IC 24-4-27.5-12.**
- 13 (c) Any representations on or within a product or its packaging or  
14 in advertising or promotional materials which would constitute a  
15 deceptive act shall be the deceptive act both of the supplier who places  
16 such representation thereon or therein, or who authored such materials,  
17 and such other suppliers who shall state orally or in writing that such  
18 representation is true if such other supplier shall know or have reason  
19 to know that such representation was false.
- 20 (d) If a supplier shows by a preponderance of the evidence that an  
21 act resulted from a bona fide error notwithstanding the maintenance of  
22 procedures reasonably adopted to avoid the error, such act shall not be  
23 deceptive within the meaning of this chapter.
- 24 (e) It shall be a defense to any action brought under this chapter that  
25 the representation constituting an alleged deceptive act was one made  
26 in good faith by the supplier without knowledge of its falsity and in  
27 reliance upon the oral or written representations of the manufacturer,  
28 the person from whom the supplier acquired the product, any testing  
29 organization, or any other person provided that the source thereof is  
30 disclosed to the consumer.
- 31 (f) For purposes of subsection (b)(12), a supplier that provides  
32 estimates before performing repair or replacement work for a customer  
33 shall give the customer a written estimate itemizing as closely as  
34 possible the price for labor and parts necessary for the specific job  
35 before commencing the work.
- 36 (g) For purposes of subsection (b)(15) and (b)(16), a telephone  
37 company or other provider of a telephone directory or directory  
38 assistance service or its officer or agent is immune from liability for  
39 publishing the listing of an alternate business name or assumed  
40 business name of a supplier in its directory or directory assistance data  
41 base unless the telephone company or other provider of a telephone  
42 directory or directory assistance service is the same person as the



1 supplier who has committed the deceptive act.

2 (h) For purposes of subsection (b)(18), it is an affirmative defense  
3 to any action brought under this chapter that the product has been  
4 altered by a person other than the defendant to render the product  
5 completely incapable of serving its original purpose.

6 SECTION 4. IC 24-5-0.5-4, AS AMENDED BY P.L.186-2025,  
7 SECTION 133, IS AMENDED TO READ AS FOLLOWS  
8 [EFFECTIVE JULY 1, 2026]: Sec. 4. (a) A person relying upon an  
9 uncured or incurable deceptive act may bring an action for the damages  
10 actually suffered as a consumer as a result of the deceptive act or five  
11 hundred dollars (\$500), whichever is greater. The court may increase  
12 damages for a willful deceptive act in an amount that does not exceed  
13 the greater of:

14 (1) three (3) times the actual damages of the consumer suffering  
15 the loss; or

16 (2) one thousand dollars (\$1,000).

17 Except as provided in subsection (k), the court may award reasonable  
18 attorney's fees to the party that prevails in an action under this  
19 subsection. This subsection does not apply to a consumer transaction  
20 in real property, including a claim or action involving a construction  
21 defect (as defined in IC 32-27-3-1(5)) brought against a construction  
22 professional (as defined in IC 32-27-3-1(4)), except for purchases of  
23 time shares and camping club memberships. This subsection does not  
24 apply with respect to a deceptive act described in section 3(b)(20) of  
25 this chapter. This subsection also does not apply to a violation of  
26 IC 24-4.7, IC 24-5-12, IC 24-5-14, or IC 24-5-14.5. Actual damages  
27 awarded to a person under this section have priority over any civil  
28 penalty imposed under this chapter.

29 (b) Any person who is entitled to bring an action under subsection  
30 (a) on the person's own behalf against a supplier for damages for a  
31 deceptive act may bring a class action against such supplier on behalf  
32 of any class of persons of which that person is a member and which has  
33 been damaged by such deceptive act, subject to and under the Indiana  
34 Rules of Trial Procedure governing class actions, except as herein  
35 expressly provided. Except as provided in subsection (k), the court may  
36 award reasonable attorney's fees to the party that prevails in a class  
37 action under this subsection, provided that such fee shall be determined  
38 by the amount of time reasonably expended by the attorney and not by  
39 the amount of the judgment, although the contingency of the fee may  
40 be considered. Except in the case of an extension of time granted by the  
41 attorney general under IC 24-10-2-2(b) in an action subject to IC 24-10,  
42 any money or other property recovered in a class action under this



1 subsection which cannot, with due diligence, be restored to consumers  
 2 within one (1) year after the judgment becomes final shall be returned  
 3 to the party depositing the same. This subsection does not apply to a  
 4 consumer transaction in real property, except for purchases of time  
 5 shares and camping club memberships. This subsection does not apply  
 6 with respect to a deceptive act described in section 3(b)(20) of this  
 7 chapter. Actual damages awarded to a class have priority over any civil  
 8 penalty imposed under this chapter.

9 (c) The attorney general may bring an action to enjoin an unfair,  
 10 abusive, or deceptive act, omission, or practice in connection with a  
 11 consumer transaction, including a deceptive act described in section  
 12 3(b)(20) of this chapter, notwithstanding subsections (a) and (b).  
 13 However, the attorney general may seek to enjoin patterns of incurable  
 14 deceptive acts with respect to consumer transactions in real property.  
 15 In addition, the court may:

16 (1) issue an injunction;

17 (2) order the supplier to make payment of the money unlawfully  
 18 received from the aggrieved consumers to be held in escrow for  
 19 distribution to aggrieved consumers;

20 (3) for a knowing violation against a senior consumer, increase  
 21 the amount of restitution ordered under subdivision (2) in any  
 22 amount up to three (3) times the amount of damages incurred or  
 23 value of property or assets lost;

24 (4) order the supplier to pay to the state the reasonable costs of  
 25 the attorney general's investigation and prosecution, expert fees,  
 26 and court fees related to the action;

27 (5) provide for the appointment of a receiver; and

28 (6) order the department of state revenue to suspend the supplier's  
 29 registered retail merchant certificate, subject to the requirements  
 30 and prohibitions contained in IC 6-2.5-8-7(a)(5), if the court finds  
 31 that a violation of this chapter involved the sale or solicited sale  
 32 of a synthetic drug (as defined in IC 35-31.5-2-321), a synthetic  
 33 drug lookalike substance (as defined in IC 35-31.5-2-321.5  
 34 (repealed)) (before July 1, 2019), a controlled substance analog  
 35 (as defined in IC 35-48-1.1-8), or a substance represented to be a  
 36 controlled substance (as described in IC 35-48-4-4.6).

37 (d) In an action under subsection (a), (b), (c), or (n) the court may  
 38 void or limit the application of contracts or clauses resulting from  
 39 deceptive acts and order restitution to be paid to aggrieved consumers.

40 (e) In any action under subsection (a) or (b), upon the filing of the  
 41 complaint or on the appearance of any defendant, claimant, or any  
 42 other party, or at any later time, the trial court, the supreme court, or the



1 court of appeals may require the plaintiff, defendant, claimant, or any  
 2 other party or parties to give security, or additional security, in such  
 3 sum as the court shall direct to pay all costs, expenses, and  
 4 disbursements that shall be awarded against that party or which that  
 5 party may be directed to pay by any interlocutory order by the final  
 6 judgment or on appeal.

7 (f) Any person who violates the terms of an injunction issued under  
 8 subsection (c) or (n) shall forfeit and pay to the state a civil penalty of  
 9 not more than fifteen thousand dollars (\$15,000) per violation. For the  
 10 purposes of this section, the court issuing an injunction shall retain  
 11 jurisdiction, the cause shall be continued, and the attorney general  
 12 acting in the name of the state may petition for recovery of civil  
 13 penalties. Whenever the court determines that an injunction issued  
 14 under subsection (c) or (n) has been violated, the court shall award  
 15 reasonable costs to the state.

16 (g) If a court finds any person has knowingly violated section 3 or  
 17 10 of this chapter, other than section 3(b)(19), 3(b)(20), or 3(b)(40) of  
 18 this chapter, the attorney general, in an action pursuant to subsection  
 19 (c), may recover from the person on behalf of the state a civil penalty  
 20 of a fine not exceeding five thousand dollars (\$5,000) per violation.

21 (h) If a court finds that a person has violated section 3(b)(19) of this  
 22 chapter, the attorney general, in an action under subsection (c), may  
 23 recover from the person on behalf of the state a civil penalty as follows:

24 (1) For a knowing or intentional violation, one thousand five  
 25 hundred dollars (\$1,500).

26 (2) For a violation other than a knowing or intentional violation,  
 27 five hundred dollars (\$500).

28 A civil penalty recovered under this subsection shall be deposited in  
 29 the consumer protection division telephone solicitation fund  
 30 established by IC 24-4.7-3-6 to be used for the administration and  
 31 enforcement of section 3(b)(19) of this chapter.

32 (i) A senior consumer relying upon an uncured or incurable  
 33 deceptive act, including an act related to hypnotism, may bring an  
 34 action to recover treble damages, if appropriate.

35 (j) An offer to cure is:

36 (1) not admissible as evidence in a proceeding initiated under this  
 37 section unless the offer to cure is delivered by a supplier to the  
 38 consumer or a representative of the consumer before the supplier  
 39 files the supplier's initial response to a complaint; and

40 (2) only admissible as evidence in a proceeding initiated under  
 41 this section to prove that a supplier is not liable for attorney's fees  
 42 under subsection (k).



1 If the offer to cure is timely delivered by the supplier, the supplier may  
2 submit the offer to cure as evidence to prove in the proceeding in  
3 accordance with the Indiana Rules of Trial Procedure that the supplier  
4 made an offer to cure.

5 (k) A supplier may not be held liable for the attorney's fees and  
6 court costs of the consumer that are incurred following the timely  
7 delivery of an offer to cure as described in subsection (j) unless the  
8 actual damages awarded, not including attorney's fees and costs, exceed  
9 the value of the offer to cure.

10 (l) If a court finds that a person has knowingly violated section  
11 3(b)(20) of this chapter, the attorney general, in an action under  
12 subsection (c), may recover from the person on behalf of the state a  
13 civil penalty not exceeding one thousand dollars (\$1,000) per  
14 consumer. In determining the amount of the civil penalty in any action  
15 by the attorney general under this subsection, the court shall consider,  
16 among other relevant factors, the frequency and persistence of  
17 noncompliance by the debt collector, the nature of the noncompliance,  
18 and the extent to which the noncompliance was intentional. A person  
19 may not be held liable in any action by the attorney general for a  
20 violation of section 3(b)(20) of this chapter if the person shows by a  
21 preponderance of evidence that the violation was not intentional and  
22 resulted from a bona fide error, notwithstanding the maintenance of  
23 procedures reasonably adapted to avoid the error. A person may not be  
24 held liable in any action for a violation of this chapter for contacting a  
25 person other than the debtor, if the contact is made in compliance with  
26 the Fair Debt Collection Practices Act.

27 (m) If a court finds that a person has knowingly or intentionally  
28 violated section 3(b)(40) of this chapter, the attorney general, in an  
29 action under subsection (c), may recover from the person on behalf of  
30 the state a civil penalty in accordance with IC 24-5-14.5-12(b). As  
31 specified in IC 24-5-14.5-12(b), a civil penalty recovered under  
32 IC 24-5-14.5-12(b) shall be deposited in the consumer protection  
33 division telephone solicitation fund established by IC 24-4.7-3-6 to be  
34 used for the administration and enforcement of IC 24-5-14.5. In  
35 addition to the recovery of a civil penalty in accordance with  
36 IC 24-5-14.5-12(b), the attorney general may also recover reasonable  
37 attorney fees and court costs from the person on behalf of the state.  
38 Those funds shall also be deposited in the consumer protection division  
39 telephone solicitation fund established by IC 24-4.7-3-6.

40 (n) An action that arises from, or otherwise involves, an unfair,  
41 abusive, or deceptive act, omission, or practice in connection with a  
42 consumer transaction described in section 2(a)(1)(D)(i) **or**



1     **2(a)(1)(D)(iii)** of this chapter may be brought and enforced only by the  
2     attorney general under this subsection. An action that arises from, or  
3     otherwise involves, an unfair, abusive, or deceptive act, omission, or  
4     practice in connection with a consumer transaction described in section  
5     **2(a)(1)(D)(ii) or 2(a)(1)(D)(iv)** of this chapter may be brought and  
6     enforced only by an attorney acting on behalf of the local law  
7     enforcement agency **or local agency** involved in the transaction, unless  
8     the local unit of government served by the local law enforcement  
9     agency **or local agency** requests the attorney general to bring and  
10    enforce an action under this subsection on behalf of the local unit. In  
11    addition, the court may:  
12        (1) issue an injunction;  
13        (2) order the supplier to make payment of the money unlawfully  
14        received from the aggrieved consumers to be held in escrow for  
15        distribution to aggrieved consumers; or  
16        (3) order the supplier to pay to:  
17            (A) the attorney acting on behalf of the local law enforcement  
18            agency **or local agency**; or  
19            (B) the attorney general for the state;  
20        as applicable, the reasonable costs of the attorney's or the attorney  
21        general's investigation and prosecution, expert fees, and court fees  
22        related to the action.  
23    The time for bringing an action under subsection (c), as set forth in  
24    section 5(b) of this chapter, applies to an action brought under this  
25    subsection.



## COMMITTEE REPORT

Mr. Speaker: Your Committee on Financial Institutions, to which was referred House Bill 1273, has had the same under consideration and begs leave to report the same back to the House with the recommendation that said bill be amended as follows:

Page 5, after line 41, begin a new paragraph and insert:

"SECTION 2. IC 24-5-0.5-2, AS AMENDED BY P.L.206-2025, SECTION 5, AND AS AMENDED BY P.L.227-2025, SECTION 42, AND AS AMENDED BY THE TECHNICAL CORRECTIONS BILL OF THE 2026 GENERAL ASSEMBLY, IS CORRECTED AND AMENDED TO READ AS FOLLOWS [EFFECTIVE JULY 1, 2026]:

Sec. 2. (a) As used in this chapter:

(1) "Consumer transaction" means a sale, lease, assignment, award by chance, or other disposition of an item of personal property, real property, a service, or an intangible, except securities and policies or contracts of insurance issued by corporations authorized to transact an insurance business under the laws of the state of Indiana, with or without an extension of credit, to a person for purposes that are primarily personal, familial, charitable, agricultural, or household, or a solicitation to supply any of these things. However, the term includes the following:

(A) A transfer of structured settlement payment rights under IC 34-50-2.

(B) An unsolicited advertisement sent to a person by telephone facsimile machine offering a sale, lease, assignment, award by chance, or other disposition of an item of personal property, real property, a service, or an intangible.

(C) The collection of or attempt to collect a debt by a debt collector.

(D) *The provision of a product or service to a:*

(i) *state law enforcement agency; ~~or~~*

(ii) *local law enforcement agency;*

**(iii) state agency; or**

**(iv) local agency;**

*in Indiana.*

~~(D)~~ **(E) Conduct that arises from, occurs in connection with, or otherwise involves a transaction for emergency towing (as defined in IC 24-14-2-5) of a personal or commercial vehicle.**

(2) "Person" means an individual, corporation, the state of Indiana or its subdivisions or agencies, business trust, estate, trust,



partnership, association, nonprofit corporation or organization, or cooperative or any other legal entity.

(3) "Supplier" means the following:

(A) A seller, lessor, assignor, or other person who regularly engages in or solicits consumer transactions, including soliciting a consumer transaction by using a telephone facsimile machine to transmit an unsolicited advertisement. The term includes a manufacturer, *a* wholesaler, ~~or~~ *a* retailer, *or, in a consumer transaction described in subdivision (1)(D), an entity that provides a product or service to a state law enforcement agency, or local law enforcement agency, state agency, or local agency in Indiana,* whether or not the person deals directly with the consumer.

(B) A debt collector.

(4) "Subject of a consumer transaction" means the personal property, real property, services, or intangibles offered or furnished in a consumer transaction.

(5) "Cure" as applied to a deceptive act, means either:

(A) to offer in writing to adjust or modify the consumer transaction to which the act relates to conform to the reasonable expectations of the consumer generated by such deceptive act and to perform such offer if accepted by the consumer; or

(B) to offer in writing to rescind such consumer transaction and to perform such offer if accepted by the consumer.

The term includes an offer in writing of one (1) or more items of value, including monetary compensation, that the supplier delivers to a consumer or a representative of the consumer if accepted by the consumer.

(6) "Offer to cure" as applied to a deceptive act is a cure that:

(A) is reasonably calculated to remedy a loss claimed by the consumer; and

(B) includes a minimum additional amount that is the greater of:

(i) ten percent (10%) of the value of the remedy under clause (A), but not more than four thousand dollars (\$4,000); or

(ii) five hundred dollars (\$500);

as compensation for attorney's fees, expenses, and other costs that a consumer may incur in relation to the deceptive act.

(7) "Uncured deceptive act" means: ~~a deceptive act:~~

(A) **a deceptive act** with respect to which a consumer who has



been damaged by such act has given notice to the supplier under section 5(a) of this chapter; and

(B) either:

- (i) no offer to cure has been made to such consumer within thirty (30) days after such notice; or
- (ii) the act has not been cured as to such consumer within a reasonable time after the consumer's acceptance of the offer to cure.

(8) "Incurable deceptive act" means a deceptive act done by a supplier as part of a scheme, artifice, or device with intent to defraud or mislead. The term includes a failure of a transferee of structured settlement payment rights to timely provide a true and complete disclosure statement to a payee as provided under IC 34-50-2 in connection with a direct or indirect transfer of structured settlement payment rights.

**(9) "Local agency" means an administration, an agency, an authority, a board, a bureau, a commission, a committee, a council, a department, a division, an institution, an office, an officer, a service, or other similar body of a political subdivision created or established under law.**

**(10) "Political subdivision" means a county, township, city, town, municipal corporation (as defined in IC 36-1-2-10), or special taxing district. However, the term does not include a school corporation or charter school.**

~~(9)~~ **(11) "Senior consumer" means an individual who is at least sixty (60) years of age.**

**(12) "State agency" means an administration, an agency, an authority, a board, a bureau, a commission, a committee, a council, a department, a division, an institution, an office, an officer, a service, or other similar body of state government created or established under law. The term includes a body corporate and politic of the state created by statute. The term does not include a state educational institution (as defined in IC 21-7-13-32).**

~~(10)~~ **(13) "Telephone facsimile machine" means equipment that has the capacity to transcribe text or images, or both, from:**

- (A) paper into an electronic signal and to transmit that signal over a regular telephone line; or
- (B) an electronic signal received over a regular telephone line onto paper.

~~(11)~~ **(14) "Unsolicited advertisement" means material advertising the commercial availability or quality of:**



- (A) property;
- (B) goods; or
- (C) services;

that is transmitted to a person without the person's prior express invitation or permission, in writing or otherwise.

~~(12)~~ **(15)** "Debt" has the meaning set forth in 15 U.S.C. 1692(a)(5).

~~(13)~~ **(16)** "Debt collector" has the meaning set forth in 15 U.S.C. 1692(a)(6). The term does not include a person admitted to the practice of law in Indiana if the person is acting within the course and scope of the person's practice as an attorney. The term includes a debt buyer (as defined in IC 24-5-15.5).

(b) As used in section 3(b)(15) and 3(b)(16) of this chapter:

(1) "Directory assistance" means the disclosure of telephone number information in connection with an identified telephone service subscriber by means of a live operator or automated service.

(2) "Local telephone directory" refers to a telephone classified advertising directory or the business section of a telephone directory that is distributed by a telephone company or directory publisher to subscribers located in the local exchanges contained in the directory. The term includes a directory that includes listings of more than one (1) telephone company.

(3) "Local telephone number" refers to a telephone number that has the three (3) number prefix used by the provider of telephone service for telephones physically located within the area covered by the local telephone directory in which the number is listed. The term does not include long distance numbers or 800-, 888-, or 900- exchange numbers listed in a local telephone directory.

SECTION 3. IC 24-5-0.5-3, AS AMENDED BY P.L.104-2024, SECTION 42, IS AMENDED TO READ AS FOLLOWS [EFFECTIVE JULY 1, 2026]: Sec. 3. (a) A supplier may not commit an unfair, abusive, or deceptive act, omission, or practice in connection with a consumer transaction. Such an act, omission, or practice by a supplier is a violation of this chapter whether it occurs before, during, or after the transaction. An act, omission, or practice prohibited by this section includes both implicit and explicit misrepresentations.

(b) Without limiting the scope of subsection (a), the following acts, and the following representations as to the subject matter of a consumer transaction, made orally, in writing, or by electronic communication, by a supplier, are deceptive acts:

(1) That such subject of a consumer transaction has sponsorship,



approval, performance, characteristics, accessories, uses, or benefits it does not have which the supplier knows or should reasonably know it does not have.

(2) That such subject of a consumer transaction is of a particular standard, quality, grade, style, or model, if it is not and if the supplier knows or should reasonably know that it is not.

(3) That such subject of a consumer transaction is new or unused, if it is not and if the supplier knows or should reasonably know that it is not.

(4) That such subject of a consumer transaction will be supplied to the public in greater quantity than the supplier intends or reasonably expects.

(5) That replacement or repair constituting the subject of a consumer transaction is needed, if it is not and if the supplier knows or should reasonably know that it is not.

(6) That a specific price advantage exists as to such subject of a consumer transaction, if it does not and if the supplier knows or should reasonably know that it does not.

(7) That the supplier has a sponsorship, approval, or affiliation in such consumer transaction the supplier does not have, and which the supplier knows or should reasonably know that the supplier does not have.

(8) That such consumer transaction involves or does not involve a warranty, a disclaimer of warranties, or other rights, remedies, or obligations, if the representation is false and if the supplier knows or should reasonably know that the representation is false.

(9) That the consumer will receive a rebate, discount, or other benefit as an inducement for entering into a sale or lease in return for giving the supplier the names of prospective consumers or otherwise helping the supplier to enter into other consumer transactions, if earning the benefit, rebate, or discount is contingent upon the occurrence of an event subsequent to the time the consumer agrees to the purchase or lease.

(10) That the supplier is able to deliver or complete the subject of the consumer transaction within a stated period of time, when the supplier knows or should reasonably know the supplier could not. If no time period has been stated by the supplier, there is a presumption that the supplier has represented that the supplier will deliver or complete the subject of the consumer transaction within a reasonable time, according to the course of dealing or the usage of the trade.

(11) That the consumer will be able to purchase the subject of the



consumer transaction as advertised by the supplier, if the supplier does not intend to sell it.

(12) That the replacement or repair constituting the subject of a consumer transaction can be made by the supplier for the estimate the supplier gives a customer for the replacement or repair, if the specified work is completed and:

- (A) the cost exceeds the estimate by an amount equal to or greater than ten percent (10%) of the estimate;
- (B) the supplier did not obtain written permission from the customer to authorize the supplier to complete the work even if the cost would exceed the amounts specified in clause (A);
- (C) the total cost for services and parts for a single transaction is more than seven hundred fifty dollars (\$750); and
- (D) the supplier knew or reasonably should have known that the cost would exceed the estimate in the amounts specified in clause (A).

(13) That the replacement or repair constituting the subject of a consumer transaction is needed, and that the supplier disposes of the part repaired or replaced earlier than seventy-two (72) hours after both:

- (A) the customer has been notified that the work has been completed; and
- (B) the part repaired or replaced has been made available for examination upon the request of the customer.

(14) Engaging in the replacement or repair of the subject of a consumer transaction if the consumer has not authorized the replacement or repair, and if the supplier knows or should reasonably know that it is not authorized.

(15) The act of misrepresenting the geographic location of the supplier by listing an alternate business name or an assumed business name (as described in IC 23-0.5-3-4) in a local telephone directory if:

- (A) the name misrepresents the supplier's geographic location;
- (B) the listing fails to identify the locality and state of the supplier's business;
- (C) calls to the local telephone number are routinely forwarded or otherwise transferred to a supplier's business location that is outside the calling area covered by the local telephone directory; and
- (D) the supplier's business location is located in a county that is not contiguous to a county in the calling area covered by the local telephone directory.



- (16) The act of listing an alternate business name or assumed business name (as described in IC 23-0.5-3-4) in a directory assistance data base if:
- (A) the name misrepresents the supplier's geographic location;
  - (B) calls to the local telephone number are routinely forwarded or otherwise transferred to a supplier's business location that is outside the local calling area; and
  - (C) the supplier's business location is located in a county that is not contiguous to a county in the local calling area.
- (17) The violation by a supplier of IC 24-3-4 concerning cigarettes for import or export.
- (18) The act of a supplier in knowingly selling or reselling a product to a consumer if the product has been recalled, whether by the order of a court or a regulatory body, or voluntarily by the manufacturer, distributor, or retailer, unless the product has been repaired or modified to correct the defect that was the subject of the recall.
- (19) The violation by a supplier of 47 U.S.C. 227, including any rules or regulations issued under 47 U.S.C. 227.
- (20) The violation by a supplier of the federal Fair Debt Collection Practices Act (15 U.S.C. 1692 et seq.), including any rules or regulations issued under the federal Fair Debt Collection Practices Act (15 U.S.C. 1692 et seq.).
- (21) A violation of IC 24-5-7 (concerning health spa services), as set forth in IC 24-5-7-17.
- (22) A violation of IC 24-5-8 (concerning business opportunity transactions), as set forth in IC 24-5-8-20.
- (23) A violation of IC 24-5-10 (concerning home consumer transactions), as set forth in IC 24-5-10-18.
- (24) A violation of IC 24-5-11 (concerning real property improvement contracts), as set forth in IC 24-5-11-14.
- (25) A violation of IC 24-5-12 (concerning telephone solicitations), as set forth in IC 24-5-12-23.
- (26) A violation of IC 24-5-13.5 (concerning buyback motor vehicles), as set forth in IC 24-5-13.5-14.
- (27) A violation of IC 24-5-14 (concerning automatic dialing-announcing devices), as set forth in IC 24-5-14-13.
- (28) A violation of IC 24-5-15 (concerning credit services organizations), as set forth in IC 24-5-15-11.
- (29) A violation of IC 24-5-16 (concerning unlawful motor vehicle subleasing), as set forth in IC 24-5-16-18.
- (30) A violation of IC 24-5-17 (concerning environmental



marketing claims), as set forth in IC 24-5-17-14.

(31) A violation of IC 24-5-19 (concerning deceptive commercial solicitation), as set forth in IC 24-5-19-11.

(32) A violation of IC 24-5-21 (concerning prescription drug discount cards), as set forth in IC 24-5-21-7.

(33) A violation of IC 24-5-23.5-7 (concerning real estate appraisals), as set forth in IC 24-5-23.5-9.

(34) A violation of IC 24-5-26 (concerning identity theft), as set forth in IC 24-5-26-3.

(35) A violation of IC 24-5.5 (concerning mortgage rescue fraud), as set forth in IC 24-5.5-6-1.

(36) A violation of IC 24-8 (concerning promotional gifts and contests), as set forth in IC 24-8-6-3.

(37) A violation of IC 21-18.5-6 (concerning representations made by a postsecondary credit bearing proprietary educational institution), as set forth in IC 21-18.5-6-22.5.

(38) A violation of IC 24-5-15.5 (concerning collection actions of a plaintiff debt buyer), as set forth in IC 24-5-15.5-6.

(39) A violation of IC 24-14 (concerning towing services), as set forth in IC 24-14-10-1.

(40) A violation of IC 24-5-14.5 (concerning misleading or inaccurate caller identification information), as set forth in IC 24-5-14.5-12.

(41) A violation of IC 24-5-27 (concerning intrastate inmate calling services), as set forth in IC 24-5-27-27.

(42) A violation of IC 15-21 (concerning sales of dogs by retail pet stores), as set forth in IC 15-21-7-4.

(43) A violation of IC 24-4-23 (concerning the security of information collected and transmitted by an adult oriented website operator), as set forth in IC 24-4-23-14.

**(44) A violation of IC 24-4-27.5 (concerning proxy advisors), as set forth in IC 24-4-27.5-12.**

(c) Any representations on or within a product or its packaging or in advertising or promotional materials which would constitute a deceptive act shall be the deceptive act both of the supplier who places such representation thereon or therein, or who authored such materials, and such other suppliers who shall state orally or in writing that such representation is true if such other supplier shall know or have reason to know that such representation was false.

(d) If a supplier shows by a preponderance of the evidence that an act resulted from a bona fide error notwithstanding the maintenance of procedures reasonably adopted to avoid the error, such act shall not be



deceptive within the meaning of this chapter.

(e) It shall be a defense to any action brought under this chapter that the representation constituting an alleged deceptive act was one made in good faith by the supplier without knowledge of its falsity and in reliance upon the oral or written representations of the manufacturer, the person from whom the supplier acquired the product, any testing organization, or any other person provided that the source thereof is disclosed to the consumer.

(f) For purposes of subsection (b)(12), a supplier that provides estimates before performing repair or replacement work for a customer shall give the customer a written estimate itemizing as closely as possible the price for labor and parts necessary for the specific job before commencing the work.

(g) For purposes of subsection (b)(15) and (b)(16), a telephone company or other provider of a telephone directory or directory assistance service or its officer or agent is immune from liability for publishing the listing of an alternate business name or assumed business name of a supplier in its directory or directory assistance data base unless the telephone company or other provider of a telephone directory or directory assistance service is the same person as the supplier who has committed the deceptive act.

(h) For purposes of subsection (b)(18), it is an affirmative defense to any action brought under this chapter that the product has been altered by a person other than the defendant to render the product completely incapable of serving its original purpose.

SECTION 4. IC 24-5-0.5-4, AS AMENDED BY P.L.186-2025, SECTION 133, IS AMENDED TO READ AS FOLLOWS [EFFECTIVE JULY 1, 2026]: Sec. 4. (a) A person relying upon an uncured or incurable deceptive act may bring an action for the damages actually suffered as a consumer as a result of the deceptive act or five hundred dollars (\$500), whichever is greater. The court may increase damages for a willful deceptive act in an amount that does not exceed the greater of:

- (1) three (3) times the actual damages of the consumer suffering the loss; or
- (2) one thousand dollars (\$1,000).

Except as provided in subsection (k), the court may award reasonable attorney's fees to the party that prevails in an action under this subsection. This subsection does not apply to a consumer transaction in real property, including a claim or action involving a construction defect (as defined in IC 32-27-3-1(5)) brought against a construction professional (as defined in IC 32-27-3-1(4)), except for purchases of



time shares and camping club memberships. This subsection does not apply with respect to a deceptive act described in section 3(b)(20) of this chapter. This subsection also does not apply to a violation of IC 24-4.7, IC 24-5-12, IC 24-5-14, or IC 24-5-14.5. Actual damages awarded to a person under this section have priority over any civil penalty imposed under this chapter.

(b) Any person who is entitled to bring an action under subsection (a) on the person's own behalf against a supplier for damages for a deceptive act may bring a class action against such supplier on behalf of any class of persons of which that person is a member and which has been damaged by such deceptive act, subject to and under the Indiana Rules of Trial Procedure governing class actions, except as herein expressly provided. Except as provided in subsection (k), the court may award reasonable attorney's fees to the party that prevails in a class action under this subsection, provided that such fee shall be determined by the amount of time reasonably expended by the attorney and not by the amount of the judgment, although the contingency of the fee may be considered. Except in the case of an extension of time granted by the attorney general under IC 24-10-2-2(b) in an action subject to IC 24-10, any money or other property recovered in a class action under this subsection which cannot, with due diligence, be restored to consumers within one (1) year after the judgment becomes final shall be returned to the party depositing the same. This subsection does not apply to a consumer transaction in real property, except for purchases of time shares and camping club memberships. This subsection does not apply with respect to a deceptive act described in section 3(b)(20) of this chapter. Actual damages awarded to a class have priority over any civil penalty imposed under this chapter.

(c) The attorney general may bring an action to enjoin an unfair, abusive, or deceptive act, omission, or practice in connection with a consumer transaction, including a deceptive act described in section 3(b)(20) of this chapter, notwithstanding subsections (a) and (b). However, the attorney general may seek to enjoin patterns of incurable deceptive acts with respect to consumer transactions in real property. In addition, the court may:

- (1) issue an injunction;
- (2) order the supplier to make payment of the money unlawfully received from the aggrieved consumers to be held in escrow for distribution to aggrieved consumers;
- (3) for a knowing violation against a senior consumer, increase the amount of restitution ordered under subdivision (2) in any amount up to three (3) times the amount of damages incurred or



value of property or assets lost;

(4) order the supplier to pay to the state the reasonable costs of the attorney general's investigation and prosecution, expert fees, and court fees related to the action;

(5) provide for the appointment of a receiver; and

(6) order the department of state revenue to suspend the supplier's registered retail merchant certificate, subject to the requirements and prohibitions contained in IC 6-2.5-8-7(a)(5), if the court finds that a violation of this chapter involved the sale or solicited sale of a synthetic drug (as defined in IC 35-31.5-2-321), a synthetic drug lookalike substance (as defined in IC 35-31.5-2-321.5 (repealed)) (before July 1, 2019), a controlled substance analog (as defined in IC 35-48-1.1-8), or a substance represented to be a controlled substance (as described in IC 35-48-4-4.6).

(d) In an action under subsection (a), (b), (c), or (n) the court may void or limit the application of contracts or clauses resulting from deceptive acts and order restitution to be paid to aggrieved consumers.

(e) In any action under subsection (a) or (b), upon the filing of the complaint or on the appearance of any defendant, claimant, or any other party, or at any later time, the trial court, the supreme court, or the court of appeals may require the plaintiff, defendant, claimant, or any other party or parties to give security, or additional security, in such sum as the court shall direct to pay all costs, expenses, and disbursements that shall be awarded against that party or which that party may be directed to pay by any interlocutory order by the final judgment or on appeal.

(f) Any person who violates the terms of an injunction issued under subsection (c) or (n) shall forfeit and pay to the state a civil penalty of not more than fifteen thousand dollars (\$15,000) per violation. For the purposes of this section, the court issuing an injunction shall retain jurisdiction, the cause shall be continued, and the attorney general acting in the name of the state may petition for recovery of civil penalties. Whenever the court determines that an injunction issued under subsection (c) or (n) has been violated, the court shall award reasonable costs to the state.

(g) If a court finds any person has knowingly violated section 3 or 10 of this chapter, other than section 3(b)(19), 3(b)(20), or 3(b)(40) of this chapter, the attorney general, in an action pursuant to subsection (c), may recover from the person on behalf of the state a civil penalty of a fine not exceeding five thousand dollars (\$5,000) per violation.

(h) If a court finds that a person has violated section 3(b)(19) of this chapter, the attorney general, in an action under subsection (c), may



recover from the person on behalf of the state a civil penalty as follows:

- (1) For a knowing or intentional violation, one thousand five hundred dollars (\$1,500).
- (2) For a violation other than a knowing or intentional violation, five hundred dollars (\$500).

A civil penalty recovered under this subsection shall be deposited in the consumer protection division telephone solicitation fund established by IC 24-4.7-3-6 to be used for the administration and enforcement of section 3(b)(19) of this chapter.

(i) A senior consumer relying upon an uncured or incurable deceptive act, including an act related to hypnotism, may bring an action to recover treble damages, if appropriate.

(j) An offer to cure is:

- (1) not admissible as evidence in a proceeding initiated under this section unless the offer to cure is delivered by a supplier to the consumer or a representative of the consumer before the supplier files the supplier's initial response to a complaint; and
- (2) only admissible as evidence in a proceeding initiated under this section to prove that a supplier is not liable for attorney's fees under subsection (k).

If the offer to cure is timely delivered by the supplier, the supplier may submit the offer to cure as evidence to prove in the proceeding in accordance with the Indiana Rules of Trial Procedure that the supplier made an offer to cure.

(k) A supplier may not be held liable for the attorney's fees and court costs of the consumer that are incurred following the timely delivery of an offer to cure as described in subsection (j) unless the actual damages awarded, not including attorney's fees and costs, exceed the value of the offer to cure.

(l) If a court finds that a person has knowingly violated section 3(b)(20) of this chapter, the attorney general, in an action under subsection (c), may recover from the person on behalf of the state a civil penalty not exceeding one thousand dollars (\$1,000) per consumer. In determining the amount of the civil penalty in any action by the attorney general under this subsection, the court shall consider, among other relevant factors, the frequency and persistence of noncompliance by the debt collector, the nature of the noncompliance, and the extent to which the noncompliance was intentional. A person may not be held liable in any action by the attorney general for a violation of section 3(b)(20) of this chapter if the person shows by a preponderance of evidence that the violation was not intentional and resulted from a bona fide error, notwithstanding the maintenance of



procedures reasonably adapted to avoid the error. A person may not be held liable in any action for a violation of this chapter for contacting a person other than the debtor, if the contact is made in compliance with the Fair Debt Collection Practices Act.

(m) If a court finds that a person has knowingly or intentionally violated section 3(b)(40) of this chapter, the attorney general, in an action under subsection (c), may recover from the person on behalf of the state a civil penalty in accordance with IC 24-5-14.5-12(b). As specified in IC 24-5-14.5-12(b), a civil penalty recovered under IC 24-5-14.5-12(b) shall be deposited in the consumer protection division telephone solicitation fund established by IC 24-4.7-3-6 to be used for the administration and enforcement of IC 24-5-14.5. In addition to the recovery of a civil penalty in accordance with IC 24-5-14.5-12(b), the attorney general may also recover reasonable attorney fees and court costs from the person on behalf of the state. Those funds shall also be deposited in the consumer protection division telephone solicitation fund established by IC 24-4.7-3-6.

(n) An action that arises from, or otherwise involves, an unfair, abusive, or deceptive act, omission, or practice in connection with a consumer transaction described in section 2(a)(1)(D)(i) **or 2(a)(1)(D)(iii)** of this chapter may be brought and enforced only by the attorney general under this subsection. An action that arises from, or otherwise involves, an unfair, abusive, or deceptive act, omission, or practice in connection with a consumer transaction described in section 2(a)(1)(D)(ii) **or 2(a)(1)(D)(iv)** of this chapter may be brought and enforced only by an attorney acting on behalf of the local law enforcement agency **or local agency** involved in the transaction, unless the local unit of government served by the local law enforcement agency **or local agency** requests the attorney general to bring and enforce an action under this subsection on behalf of the local unit. In addition, the court may:

- (1) issue an injunction;
- (2) order the supplier to make payment of the money unlawfully received from the aggrieved consumers to be held in escrow for distribution to aggrieved consumers; or
- (3) order the supplier to pay to:
  - (A) the attorney acting on behalf of the local law enforcement agency **or local agency**; or
  - (B) the attorney general for the state;
 as applicable, the reasonable costs of the attorney's or the attorney general's investigation and prosecution, expert fees, and court fees related to the action.



The time for bringing an action under subsection (c), as set forth in section 5(b) of this chapter, applies to an action brought under this subsection."

Renumber all SECTIONS consecutively.  
and when so amended that said bill do pass.

(Reference is to HB 1273 as introduced.)

TESHKA

Committee Vote: yeas 10, nays 0.

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#### COMMITTEE REPORT

Mr. President: The Senate Committee on Insurance and Financial Institutions, to which was referred House Bill No. 1273, has had the same under consideration and begs leave to report the same back to the Senate with the recommendation that said bill be AMENDED as follows:

Page 1, between lines 4 and 5, begin a new paragraph and insert:

**"Sec. 0.5. As used in this chapter, "affiliated group" means a group of one (1) or more entities in which a controlling interest is owned by a common owner or owners, either corporate or noncorporate, or by one (1) or more of the member entities.**

**Sec. 0.7. As used in this chapter, "charitable organization" means an organization that is recognized as tax exempt under Section 501(c)(3) of the Internal Revenue Code."**

Page 2, line 34, after "entity." insert "The term does not include:

**(1) a financial institution (as defined in IC 4-4-28-3) that has its deposits insured by the FDIC (as defined in IC 28-6.2-1-10) and provides proxy advisory services as a result of a fiduciary duty that the financial institution owes to the recipient of the financial institution's proxy advisory services, regardless of whether the fiduciary duty is required by agreement, statute, regulation, or common law; and**

**(2) any:**

**(A) employee of a financial institution described in subdivision (1);**

**(B) affiliate of a financial institution described in subdivision (1); and**

**(C) employee of an affiliate of a financial institution**

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**described in subdivision (1)."**

Page 2, line 35, after "Sec. 8." insert **"(a)"**.

Page 3, between lines 1 and 2, begin a new paragraph and insert:

**"(b) The term does not include a charitable organization if:**

**(1) the charitable organization's gross annual revenue attributable to proxy advisory services is less than five hundred thousand dollars (\$500,000); and**

**(2) each affiliated group of the charitable organization has a combined gross annual revenue attributable to proxy advisory services that is less than five hundred thousand dollars (\$500,000), if applicable."**

and when so amended that said bill do pass.

(Reference is to HB 1273 as printed January 13, 2026.)

BALDWIN, Chairperson

Committee Vote: Yeas 5, Nays 2.

