

Date of Hearing: March 23, 2026

ASSEMBLY COMMITTEE ON RULES
Blanca Pacheco, Chair
SCR 120 (Grayson) – As Introduced February 10, 2026

SENATE VOTE: 36-0

SUBJECT: National Consumer Protection Week: Slam the Scam Day.

SUMMARY: Proclaims March 1, 2026, to March 7, 2026, inclusive, as National Consumer Protection Week, and March 5, 2026, as Slam the Scam Day; and, encourages all Californians to engage in consumer education efforts and to utilize available resources to prevent fraud, protect personal information, and promote transparency and fairness in the marketplace. Specifically, **this resolution** makes the following legislative findings:

- 1) Consumer rights are fundamental to economic fairness, public trust, and individual dignity, and strong consumer protections are essential to a healthy and inclusive marketplace.
- 2) California has long served as a national leader in advancing consumer protections, including safeguards for privacy, data security, financial transparency, and protection from fraud, deception, and unfair business practices.
- 3) As commerce increasingly occurs through digital platforms, consumers face evolving risks related to data misuse, cybersecurity threats, misleading advertising, and financial scams, which underscores the importance of informed and proactive consumer protection efforts.
- 4) Empowering consumers with clear, accurate, and accessible information enables individuals and families to make informed decisions and strengthens accountability across markets.
- 5) National Consumer Protection Week provides an opportunity for state and local agencies, community organizations, and consumer advocates to collaborate in raising awareness, sharing resources, and promoting best practices that protect consumers' financial well-being and privacy.
- 6) Increased public awareness, education, and coordinated prevention efforts are critical to disrupting government impostor scams and protecting consumers from financial harm.

FISCAL EFFECT: This resolution is keyed non-fiscal by Legislative Counsel.

REGISTERED SUPPORT / OPPOSITION:

Support

None on file

Opposition

None on file

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