

6-202.

(A) THERE IS AN ~~ON-LINE CONSUMER ADVOCACY~~ ELECTRONIC TRANSACTION EDUCATION, ADVOCACY, AND MEDIATION UNIT IN THE ~~DIVISION~~ OFFICE OF THE ATTORNEY GENERAL.

(B) THE PURPOSE OF THE UNIT IS TO PROTECT THE PRIVACY OF INDIVIDUALS' PERSONAL INFORMATION AND TO PROTECT THE PUBLIC FROM UNFAIR OR DECEPTIVE UNLAWFUL CONDUCT OR PRACTICES IN ELECTRONIC COMMERCE TRANSACTIONS.

(C) THE UNIT SHALL:

(1) RECEIVE COMPLAINTS ~~FROM INDIVIDUALS~~ CONCERNING:

(I) ANY PERSONS OBTAINING, COMPILING, MAINTAINING, USING, DISCLOSING, OR DISPOSING OF PERSONAL INFORMATION IN A MANNER THAT MAY BE POTENTIALLY UNLAWFUL OR VIOLATE A STATED PRIVACY POLICY RELATING TO THAT INDIVIDUAL; AND

(II) UNFAIR OR DECEPTIVE TRADE UNLAWFUL CONDUCT OR PRACTICES IN ELECTRONIC COMMERCE TRANSACTIONS;

(2) PROVIDE INFORMATION AND ADVICE TO ~~CONSUMERS~~ THE PUBLIC ON EFFECTIVE WAYS OF HANDLING COMPLAINTS THAT INVOLVE VIOLATIONS OF:

(I) PRIVACY RELATED LAWS, INCLUDING IDENTITY THEFT AND IDENTITY FRAUD; OR

(II) UNFAIR OR DECEPTIVE TRADE UNLAWFUL CONDUCT OR PRACTICES IN ELECTRONIC COMMERCE TRANSACTIONS;

(3) REFER COMPLAINTS WHERE APPROPRIATE TO LOCAL, STATE, OR FEDERAL AGENCIES THAT ARE AVAILABLE TO ASSIST ~~CONSUMERS~~ THE PUBLIC WITH PRIVACY AND ELECTRONIC ~~COMMERCE~~ TRANSACTION RELATED COMPLAINTS;

(4) DEVELOP INFORMATION AND EDUCATIONAL PROGRAMS AND MATERIALS TO FOSTER PUBLIC UNDERSTANDING AND RECOGNITION OF THE ISSUES RELATED TO PRIVACY IN ELECTRONIC COMMERCE AND UNFAIR OR DECEPTIVE TRADE UNLAWFUL CONDUCT OR PRACTICES IN ELECTRONIC COMMERCE TRANSACTIONS;

(5) IDENTIFY CONSUMER PROBLEMS IN, AND FACILITATE THE DEVELOPMENT AND USE OF BEST PRACTICES BY PERSONS ENGAGED IN ELECTRONIC COMMERCE FOR THE PROTECTION OF THE PRIVACY OF PERSONAL INFORMATION IN ELECTRONIC ~~COMMERCE~~ TRANSACTIONS;

(6) PROMOTE VOLUNTARY AND MUTUALLY AGREED UPON NONBINDING ARBITRATION AND MEDIATION OF PRIVACY RELATED OR ELECTRONIC ~~COMMERCE~~ TRANSACTION DISPUTES WHERE APPROPRIATE;

(7) INVESTIGATE AND ASSIST IN THE PROSECUTION OF: