

§1210-D. Violation

1. Violations. A violation of this chapter is a violation of the Maine Unfair Trade Practices Act. Notwithstanding any provision of law to the contrary, in addition to remedies authorized pursuant to the Maine Unfair Trade Practices Act, a person found in violation of this chapter based on unauthorized subscription or membership or other charges billed to or paid by a consumer is required to provide to the consumer a refund or credit for 3 times the unauthorized amounts billed or paid.

[PL 2025, c. 376, §12 (AMD); PL 2025, c. 376, §13 (AFF).]

2. Exceptions. An action may not be brought under the Maine Unfair Trade Practices Act if a seller violates this chapter as the result of an error and provides a full refund or credit for all amounts billed to or paid by the consumer from the date of the subscription or membership renewal until the date of the termination of the subscription or membership or the date of the subsequent notice of renewal, whichever occurs first.

[PL 2025, c. 376, §12 (AMD); PL 2025, c. 376, §13 (AFF).]

3. Enforcement; rules. The Attorney General shall enforce the provisions of this chapter and shall bring necessary actions for violations of this chapter in accordance with this section. The Attorney General may adopt rules necessary for the enforcement of this chapter. Rules adopted by the Attorney General pursuant to this subsection are routine technical rules as defined in Title 5, chapter 375, subchapter 2-A.

[PL 2025, c. 376, §12 (NEW); PL 2025, c. 376, §13 (AFF).]

SECTION HISTORY

PL 2019, c. 175, §1 (NEW). PL 2025, c. 376, §12 (AMD). PL 2025, c. 376, §13 (AFF).

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