

A BILL

AN ACT

Relating to consumer protection; establishing the Arizona Consumer Protection Board; providing powers and duties; and prescribing enforcement authority.

Section 1. Short Title

This act shall be known and may be cited as the "Arizona Consumer Protection Act."

Section 2. Legislative Findings and Purpose

A. The Legislature finds that:

1. Rapid changes in commerce, data use, and automated decision-making present new risks to consumers that are not fully addressed by existing statutes.
2. Consumers often lack meaningful notice, transparency, or control regarding how their personal information is collected, used, and retained.
3. Effective consumer protection requires proactive oversight, technical understanding, and independence from regulated industries.

B. The purpose of this act is to:

1. Establish clear, enforceable consumer rights.
2. Provide an independent body to monitor emerging business practices affecting consumers.
3. Ensure transparency, accountability, and fairness in the treatment of Arizona residents.
4. Promote public confidence in modern commerce through consistent safeguards.

Section 3. Establishment of the Arizona Consumer Protection Board

A. The Arizona Consumer Protection Board is established as an independent entity of the State of Arizona.

B. The Board shall not be placed within an existing regulatory agency but shall operate as a standalone body.

C. The Board may receive administrative support as appropriated by the Legislature.

Section 4. Membership

A. The Board shall consist of seven members as follows:

1. Three members appointed by the Governor.
2. One member appointed by the President of the Senate.
3. One member appointed by the Speaker of the House of Representatives.
4. One member appointed by the Attorney General.
5. One member selected from a list of three nominees submitted jointly by Arizona's public universities.

B. Appointments shall reflect experience in one or more of the following:

1. Consumer protection law.
2. Business practices and compliance.
3. Information systems or data management.
4. Privacy, civil liberties, or ethics.
5. Economics, marketplace regulation, or public policy.

C. No more than three members may derive primary income from the same industry sector.

## Section 5. Terms of Service

- A. Members shall serve staggered four-year terms.
- B. A member may be reappointed for one additional term.
- C. Initial appointments shall be made so that no more than