

Louisiana Bill Seeks to Protect Personal Information in Consumer Transactions

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H.B. 128 seeks to amend existing law to prohibit a retail business from requesting or requiring a consumer's personal information in connection with a consumer transaction involving a cash, credit, debit or gift card payment.

Louisiana Revised Statutes Section 1421(A) currently prohibits a retail business from requiring a consumer's name, address, telephone number or other personal information when completing a cash consumer transaction (except for the purchase of an automobile). As proposed, H.B. 128 would amend Section 1421(A) to prohibit a retail business from requesting or requiring a consumer's "name, address, ZIP code, telephone number, or other personal information" when completing a consumer transaction involving a cash, credit card, debit card or gift card payment. Specifically including a consumer's ZIP code as protected personal information is consistent with the California Supreme Court's recent decision in *Pineda v. Williams-Sonoma Stores, Inc.* (February 10, 2011) ("personal identification information" in California's Song-Beverly Credit Card Act of 1971 includes all components of the consumer's address including the ZIP code).

[Click here to read Louisianan House Bill No. 128 as introduced.](#)

[Click here to read Pillsbury's Client Alert, "California Supreme Court: 'Requesting and Recording a Cardholder's ZIP Code' Violated State Law."](#)

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