



IMPORTANT INFORMATION FOR CONNECTICUT STATE AGENCIES

Please review the accompanying instruction page and disclaimer before completing and submitting this notice for posting to the eRegulations System website. Please contact the Secretary of the State's Office at 860-509-6009 if you have questions.

Notice of Intent

In accordance with the provisions of Section 4-168(a) of the *Connecticut General Statutes* (CGS) the **Department of Consumer Protection** hereby gives notice that it proposes to adopt a regulation concerning **Connecticut Unfair Trade Practices Act**.

Comment period *(See CGS section 4-168(a)(1)(A))*

A comment period of not less than thirty days shall begin upon posting of this notice to the eRegulations System website and shall end on **Monday, August 4, 2025 at 5:00pm**.

Detailed description of the proposed regulation. *(See CGS Sec. 4-168(a)(1)(B))*

This regulation updates the Department of Consumer Protection's regulations pursuant to the Connecticut Unfair Trade Practices Act to clarify the scope, applicability, and standards for business advertising and for agency en-forcement of the Act. The proposed amendments establish standards for clear and conspicuous advertising, require disclosure of all fees, charges, and costs other than any applicable tax in advertising consumer products and motor vehicles, and set requirements for alternate methods of entry to game promotions. Existing sections based on laws no longer in effect are also being repealed.

Statement of the purposes for which the regulation is proposed. *(See CGS Sec. 4-168(a)(1)(C))*

This regulation updates the Department of Consumer Protection's regulations pursuant to the Connecticut Unfair Trade Practices Act to clarify the scope, applicability, and standards for business advertising and for agency en-forcement of the Act.

Statutory authority *(See CGS Sec. 4-168(a)(1)(D))* Conn. Gen. Stat. Section 42-110b(c)

When, where and how to obtain a copy of the small business impact statement and, if applicable, the regulatory flexibility analysis required pursuant to Sec. 4-168a. *(See CGS Sec. 4-168(a)(1)(E))*

A copy of the proposed regulation, the Fiscal Note, and the Regulatory Flexibility Analysis applicable to the proposed regulation (as required by Public Act 09-19) are available for inspection at the Department's Legal Division, located at 450 Columbus Boulevard, Suite 901, Hartford, CT 06103, or by visiting the e-Regulations portal on the website of the Secretary of State:

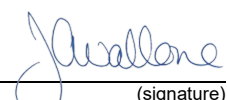
<https://eregulations.CT.gov/eRegsPortal/Browse/ProposedRegulations>

When, where and how interested persons may present their views on the proposed regulation

(See CGS Sec. 4-168(a)(1)(F))

All interested parties who wish to submit comments, data, views, or arguments may do so in writing up through the closing date of the comment period listed above. Such written materials should be directed to Bryan T. Cafferelli, Commissioner, Department of Consumer Protection, and sent via electronic submission through the e-Regulations portal on the Secretary of the State's website at the following web address:
<https://eregulations.CT.gov/eRegsPortal/Browse/ProposedRegulations>.

Dated: July 1, 2025


 (signature)
 Julianne Avallone
 Legal Director