

HB26-1210

HOUSE FLOOR AMENDMENT

Second Reading

BY REPRESENTATIVES Mabrey and Bacon

1 Amend the Business Affairs and Labor Committee Report, dated March
2 12, 2026, page 2, after line 23 insert:

3 "(7) "LOYALTY, MEMBERSHIP, OR REWARDS PROGRAM" MEANS A
4 LOYALTY, REWARDS, OR CLUB CARD PROGRAM ESTABLISHED FOR THE
5 GENUINE PURPOSE OF PROVIDING BENEFITS TO CONSUMERS WHO
6 VOLUNTARILY PARTICIPATE IN THAT PROGRAM, REGARDLESS OF WHETHER
7 THOSE BENEFITS ARE PROVIDED DIRECTLY BY A BUSINESS OR THROUGH A
8 LOYALTY PROGRAM PARTNER. AS USED IN THIS SUBSECTION (7), "LOYALTY
9 PROGRAM PARTNER" MEANS A THIRD PARTY THAT PROVIDES LOYALTY,
10 MEMBERSHIP, OR REWARDS PROGRAM BENEFITS TO CONSUMERS WHO
11 CONSENT TO PARTICIPATE IN A LOYALTY, MEMBERSHIP, OR REWARDS
12 PROGRAM OFFERED BY A DIFFERENT SELLER."

13 Renumber succeeding subsections accordingly.

14 Page 4, line 19, strike "FOR PURPOSES OF THIS SECTION:".

15 Page 4, strike lines 20 through 29.

16 Page 6, line 9, strike "2." and substitute "3."

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