

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Consumer Fraud and Deceptive Business  
5 Practices Act is amended by changing Section 2YYY as follows:

6 (815 ILCS 505/2YYY)

7 Sec. 2YYY. Deceptive practices targeting veterans and  
8 military members.

9 (a) As used in this Section:

10 "Veteran or military benefits services" means any services  
11 offered or provided to a veteran, military member, or family  
12 member who is entitled to receive benefits under federal,  
13 State, or local law, policy, or practice as a result of, at  
14 least in part, qualifying military service. Such services  
15 include assistance, consulting or coaching in the preparation,  
16 presentation, or prosecution of claims or other attempts to  
17 obtain ~~in obtaining~~ benefits, increase ~~increasing~~ benefits, or  
18 appeal ~~appealing~~ a decision related to obtaining or increasing  
19 benefits.

20 "Veterans services disclosures ~~Veteran's services~~  
21 ~~disclosure~~" means providing, in upper case type in size at  
22 least as large as the type size of the written communication or  
23 by voice-over, the following statements ~~statement~~:

1           "THIS BUSINESS IS NOT ENDORSED OR SPONSORED BY, OR  
2 AFFILIATED WITH, THE UNITED STATES DEPARTMENT OF VETERANS  
3 AFFAIRS OR THE ILLINOIS DEPARTMENT OF VETERANS AFFAIRS, OR ANY  
4 FEDERALLY CHARTERED VA ACCREDITED VETERAN SERVICE  
5 ORGANIZATION. YOU MAY QUALIFY FOR OTHER VETERANS BENEFITS  
6 BEYOND THE BENEFITS FOR WHICH YOU ARE RECEIVING SERVICES  
7 HERE."

8           "VETERAN AND MILITARY BENEFITS SERVICES ARE AVAILABLE FREE  
9 OF CHARGE FROM VA ACCREDITED COUNTY VETERAN SERVICE OFFICERS,  
10 REPRESENTATIVES OF THE ILLINOIS DEPARTMENT OF VETERANS  
11 AFFAIRS, AND THE VETERAN SERVICE OFFICERS OF FEDERALLY  
12 CHARTERED VETERAN SERVICE ORGANIZATIONS. TO LEARN MORE,  
13 CONTACT THESE ORGANIZATIONS OR THE ILLINOIS ATTORNEY GENERAL'S  
14 OFFICE AT 1-800-382-3000."

15           (b) It is an unlawful practice within the meaning of this  
16 Act for any person providing veteran or military benefits  
17 services to:

18           (1) Fail in any advertising to conspicuously disclose  
19 veterans services disclosures ~~a veteran's services~~  
20 ~~disclosure~~ when veteran or military benefits services are  
21 provided in exchange for any financial compensation, a  
22 benefit or thing of value.

23           (2) Fail at the outset of the business relationship to  
24 clearly provide, both orally and in writing, veterans  
25 services disclosures when veteran or military benefits  
26 services are provided in exchange for any financial

1           compensation, benefit or thing of value.

2           (3) ~~(2)~~ Fail to obtain, ~~or to obtain a pending~~  
3 ~~application for,~~ all veteran or military benefits services  
4 qualifications, certifications, and accreditations  
5 required under State or federal law.

6           (4) ~~(3)~~ Fail, when acting as a fiduciary for a veteran  
7 receiving benefits, to meet the responsibilities of  
8 fiduciaries under 38 CFR 13.140.

9           (5) ~~(4)~~ Fail, when providing representation before the  
10 United States Department of Veterans Affairs, to meet the  
11 standards of conduct under 38 CFR 14.632.

12           (6) ~~(5)~~ Charge fees or expenses in violation of 38 CFR  
13 14.636 or 14.637.

14 (Source: P.A. 102-386, eff. 1-1-22; 102-813, eff. 5-13-22.)