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| Consumer Protection Law | Explicitly States State is Guided by FTC | Exempts practices permitted, approved, regulated, authorized, complies with, and/or required by federal or state agency (language varies) | Citation |
| Alabama | Yes | No | Ala. Code § 8-19-6. |
| Alaska | Yes | Yes | Alaska Stat. § 45.50.481(a) |
| Arizona | Yes | No, except FTC | Ariz. Rev. Stat. § 44-1522(C) |
| Arkansas | No | No, except FTC or insurance, securities, and banking | Ark. Code Ann. § 4-88-101 |
| California | No | No |  |
| Colorado | No | Yes | Colo. Rev. Stat. § 6-1-106(1)(a) |
| Connecticut | No | Yes | Conn. Gen. Stat. § 42-110c(a) |
| Delaware | No | Yes | Del. Code Ann. tit. 6, § 2534 |
| D.C. | No | No |  |
| Florida | Yes | Yes | Fla. Stat Ann. §§ 501.204, 501.212 |
| Georgia | Yes | Yes | Ga. Code Ann. §§ Ga. Code Ann. § 10-1-374(a),10-1-391, 10-1-396 |
| Hawaii | No | Yes | Haw. Rev. Stat. Ann. § 481A-5 |
| Idaho | Yes | Yes | Idaho Code §§ 48-604(1), 48-605 |
| Illinois | Yes | Yes | 815 Ill. Comp. Stat. §§ 505/2, 505/10b(1), 510/4 |
| Indiana | No | Yes | Ind. Code Ann. § 24-5-0.5-6 |
| Iowa | No | Yes | Iowa Code § 714H.4(1)(f), (g), (h). |
| Kansas | No | No, except insurance | Kan. Stat. Ann. § 50-624(c) |
| Kentucky | No | No | Ky. Rev. Stat. Ann. § 367.176(2) |
| Louisiana | No | No, except FTC, public service commission, public utility regulatory body, financial institutions, insurance, federal banking | La. Rev. Stat. § 51:1406 |
| Maine | No | Yes | Me. Rev. Stat. Ann. tit. 5 § 208 |
| Maryland | Yes | No | Md. Code Ann., Com. Law. § 13-105 |
| Massachusetts | Yes | Yes | Mass. Gen. Laws ch. 93A, §§ 2(b), 9 |
| Michigan | No | Yes | Mich. Comp. Laws § 445.904(1)(a) |
| Minnesota | No | Yes | Minn. Stat. § 325D.46 |
| Mississippi | Yes | No | Miss. Code Ann. § 75-24-3 |
| Missouri | No | No, except insurance | Mo. Rev. Stat. § 407.020. |
| Montana | Yes | No, except public service commission and state auditor | Mont. Code Ann. §§ 30-14-104, 30-14-105(1) |
| Nebraska | No | Yes | Neb. Rev. Stat. §§ 59-1617, 87-304 |
| Nevada | No | No, except banking, securities, financial institutions, insurance | N.H. Rev. Stat. Ann. § 358-A:3 |
| New Jersey | No | No |  |
| New Mexico | Yes | Yes | N.M. Stat. Ann. §§ 57-12-4, 57-12-7 |
| New York | No | Yes, for FTC or federal agency, and any advertisement that complies w/FTC or state regs. | N.Y. Gen. Bus. Law §§ 349(d), 350-d |
| North Carolina | No | No |  |
| Ohio | Yes | Yes | Ohio Rev. Code Ann. §§ 1345.02(C), 1345.12(A), § 4165.04(A)(1) |
| Oklahoma | No | Yes | Okla. Stat. tit. 15, § 754 |
| Oregon | No | Yes | Or. Rev. Stat. § 646.612 |
| Pennsylvania | No | No |  |
| Rhode Island | Yes | Yes | R.I. Gen. Laws §§ 6-13.1-3, 6-13.1-4 |
| South Carolina | Yes | Yes | S.C. Code Ann. §§ 39-5-20(b), 39-5-40 |
| South Dakota | No | Yes | S.D. Codified Laws § 37-24-10 |
| Tennessee | Yes | Yes | Tenn. Code Ann. §§ 47-18-111(a) 47-18-115 |
| Texas | Yes | Yes | Tex. Bus. & Comm. Code Ann. §§ 17.46, 17.49 |
| Utah | Yes | Yes | Utah Stat. §§ 13-11-2, 13-11-22, Utah Stat. § 13-11a-5 |
| Vermont | Yes | No | Vt. Stat. Ann. tit. 9, § 2453(b) |
| Virginia | No | Yes | Va. Code Ann. § 59.1-199 |
| Washington | Yes | Yes | Wash. Rev. Code §§ 19.86.170, 19.86.920 |
| West Virginia | Yes | Yes | W. Va. Code §§ 46A-6-101(b), 46A-6-105(a) |
| Wisconsin | No | No |  |
| Wyoming | No | Yes | Wyo. Stat. § 40-12-110(a) |