§ 66-485. Enforcement.

The Attorney General may take action necessary or appropriate to enforce the provisions of this Article and to protect vehicle value protection agreement consumers in this State. After proper notice and opportunity for hearing, the Attorney General may do the following:

(1) Order the creditor, provider, administrator, or any other person not in compliance with this Article to cease and desist from product-related operations which are in violation of this Article.

(2) Impose a penalty of not more than five hundred dollars ($500.00) per violation and no more than ten thousand dollars ($10,000) in the aggregate for all violations of a similar nature. For purposes of this section, violations are of a similar nature if the violation consists of the same or similar course of conduct, action, or practice, irrespective of the number of times the action, conduct, or practice which is determined to be a violation of this Article occurred. (2021-172, s. 3.)