
SENATE BILL 5710

State of Washington 58th Legislature 2003 Regular Session

By Senators Prentice, Fairley, T. Sheldon and Rasmussen

Read first time 02/07/2003. Referred to Committee on Commerce & Trade.

1 AN ACT Relating to supermarket club cards; adding a new section to
2 chapter 19.86 RCW; and creating a new section.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4 NEW SECTION. **Sec. 1.** The legislature finds that the increasing
5 use by supermarkets of club cards to authorize price discounts for
6 consumers may threaten individual privacy. The legislature further
7 finds that the process used to issue club cards does not ensure the
8 reliability or accuracy of personally identifiable information and,
9 therefore, the use of such information should be restricted.

10 NEW SECTION. **Sec. 2.** A new section is added to chapter 19.86 RCW
11 to read as follows:

12 (1) The definitions in this subsection apply throughout this
13 section unless the context clearly requires otherwise.

14 (a) "Supermarket club card" means any card, plate, coupon book, or
15 other device issued for the purpose of being used upon presentation to
16 authorize discounts on retail products offered by the club card issuer.

17 (b) "Personally identifiable cardholder information" means:

1 (i) Information that identifies a cardholder including name,
2 address, telephone number, email address, and social security number;
3 and
4 (ii) Information that identifies a cardholder as having purchased
5 any specific product or service or any category of product or service.
6 (2) Unless otherwise required by law, no personally identifiable
7 cardholder information may be used in any legal proceeding, or in any
8 employment action without the express consent of the cardholder.
9 Consent must be obtained when the issuer of the supermarket club card
10 releases cardholder information for a proceeding or action, and the
11 cardholder must be informed that without consent the information may
12 not be released. The cardholder must also be given the opportunity to
13 review all records containing personally identifiable cardholder
14 information before granting or withholding consent.
15 (3) An issuer of supermarket club cards must provide a card to a
16 consumer on request without requiring the consumer to provide any
17 personal information, including name, address, telephone number, email
18 address, and social security number.

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