

A message from Attorney General Luther Strange



One of the most important jobs of the Attorney General is the protection of Alabama consumers. Our citizens need to be aware of scams that could cost them thousands of dollars or rob

them of their identity. My office is working to empower and equip individuals with the information and tools to protect themselves against fraud and the criminals who prey on the unsuspecting.

In this brochure you will find information about the Attorney General's Consumer Protection Division. Learn about the important ways the Consumer Protection Division helps to protect you.

Luther Strange



Office of
Attorney General
Luther Strange
Alabama Attorney General's Office
501 Washington Avenue
PO Box 300152
Montgomery, AL 361304

IMPORTANT CONSUMER PROTECTION RESOURCES:

Attorney General

Consumer Protection Hotline

1-800-392-5658

www.ago.alabama.gov

Federal Trade Commission

1-877-382-4357

www.ftc.gov

Better Business Bureau

1-800-824-5274

www.bbb.org

Annual Credit Report

1-877-322-8228

www.annualcreditreport.com

National Do Not Call Registry

1-888-382-1222

www.DoNotCall.gov



Office of Attorney General
Luther Strange
501 Washington Avenue
Montgomery, AL 36130

CONSUMER PROTECTION DIVISION

Consumer Protection

Contact Information:

Local: 334-242-7335

Toll Free: 1-800-392-5658

Website: www.ago.alabama.gov



How does the Consumer Protection Division serve you?

The Attorney General's Consumer Protection Division provides three primary services for the State of Alabama and its citizens:

- (1) Receives consumer calls and provides information regarding fake check scams, telemarketing scams, mortgage fraud, as well as other consumer related fraud.
- (2) Serves as a mediator of disputes between consumers and businesses involving retail transactions.
- (3) Offers information and consumer education to the public about how to avoid becoming a victim of fraud.

Mediation

Although the Attorney General cannot serve as a private attorney for an individual or provide consumers with legal advice, the Consumer Protection Division is very successful in mediating complaints to the mutual satisfaction and benefit of the consumer and the business.



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Lawsuits

If circumstances warrant, the Attorney General can initiate legal action, either civil or criminal, to represent the interests of the *State of Alabama* and to enforce various laws designed to protect consumers from con men and unscrupulous practices by businesses.

When such action is taken, the Attorney General is authorized to seek restitution for the affected consumers; as well as injunctive relief, civil penalties and criminal penalties.

Education

The Consumer Protection Division frequently conducts educational seminars statewide providing valuable information for the detection and prevention of all types of consumer fraud. To request a speaker at your event, call **1-800-392-5658**. Along with conducting educational seminars the Consumer Protection Division also participates in various consumer related events throughout the state displaying an information booth which consumers are encouraged to visit and obtain informational brochures.

Charities

Alabama law requires that organizations and institutions that solicit contributions in or from this State register with the Attorney General's Office. You can find out more information about a charity by calling 1-800-392-5658.

Telemarketers

Alabama law requires that professional solicitors that solicit in or from this State register with the Attorney General's Office. You can find out more information about a professional solicitor by calling 1-800-392-5658.

FILING A COMPLAINT

*The Consumer Protection Division is here to assist you!
These are the ways you can file
a complaint with our office:*

- Call **1-800-392-5658** and request that a complaint form be mailed to you and we will gladly get one right out to you; or
- File an on-line complaint at **www.ago.alabama.gov**