

## WHAT IS PRICE GOUGING?

Florida law bans an unconscionable increase in the price of essential commodities during a declared State of Emergency.



## WHAT IS AN ESSENTIAL COMMODITY DURING A HURRICANE?

Essential commodities during a storm-related state of emergency include lumber, ice, water, generators, gas, shelter, and necessary remediation services such as tree removal or roofing repair. The price gouging statute does not apply to non-essential goods like alcohol or cigarettes.

## WHAT ARE THE PENALTIES?

- Civil penalties are \$1,000 per price gouging violation and up to \$25,000 for multiple violations committed in a single 24-hour period in addition to any other violations of Florida law that may apply.
- Violators can also be charged criminally with a second-degree misdemeanor for the sale of goods and services to the public without possession of an occupational license.

## Florida Attorney General's Office Scams at a Glance: Price Gouging During a Hurricane

Savvy consumers can stop fraud in its tracks. Visit [www.MyFloridaLegal.com](http://www.MyFloridaLegal.com) to find consumer tips or to file a complaint.

Report fraud by calling  
**1-866-9-NO-SCAM**  
(1-866-966-7226)



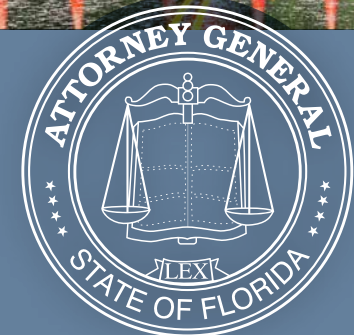
**NO SCAM**

Download the “No Scam” App on the Apple and Android app stores.  
Available in English and Spanish.



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## Scams at a Glance: Price Gouging During a Hurricane



Attorney General Ashley Moody

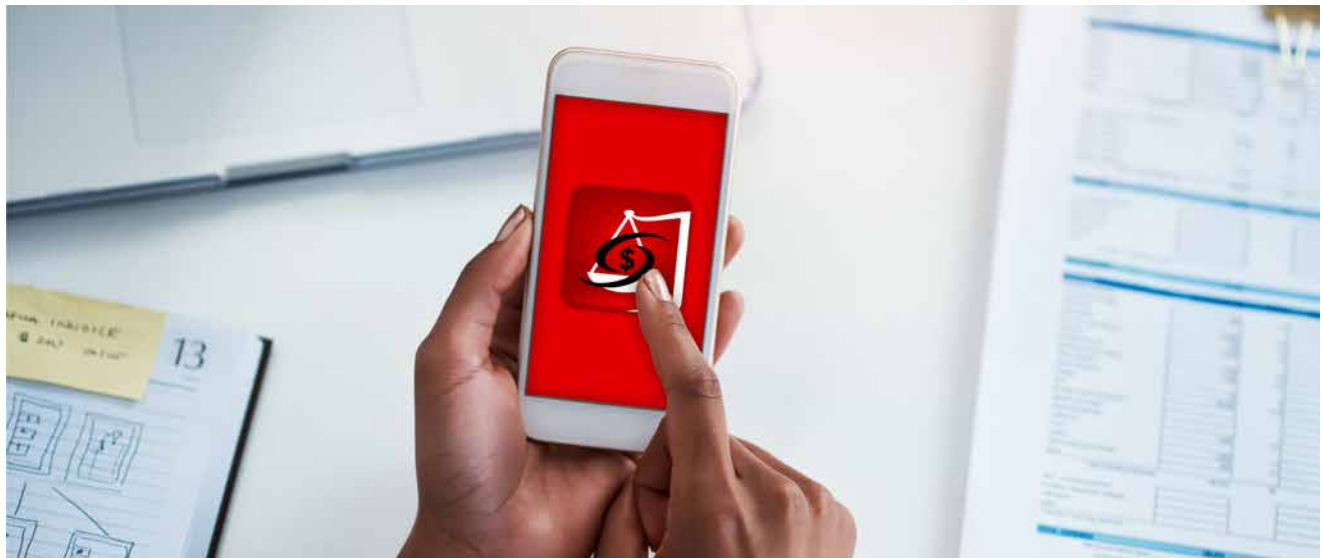
## AVOID BECOMING A VICTIM OF PRICE GOUGING DURING HURRICANE SEASON

The best way to avoid price gouging is to plan ahead. Prepare for a disaster before it happens by having the necessary supplies on hand.



### Supplies necessary during hurricane season include:

- Water – one gallon daily per person for 3-7 days
- Food – enough for 3-7 days
- Non-electric can opener
- Disposable plates and utensils
- Flashlights and extra batteries
- First aid kit, medications, sunscreen, bug spray
- Radio – battery-powered or hand crank weather radio
- Toiletries
- Full tank of gas in vehicles
- Propane or charcoal for grills
- Specialty care items for babies, the elderly and those with special needs
- Pet care items – food, water, any medications, ID, and vaccination information
- Cash – banks and ATMs may be unavailable



## Reporting Price Gouging

### If price gouging is suspected, obtain as much information as possible in the form of:

- Estimates
- Invoices
- Receipts
- Bills
- Advertisements
- Tags
- Photos
- Screenshots and links

### Note as much information as possible including:

- The product name
- Size or quantity
- Manufacturer
- Item number
- Listed or quoted price
- Usual price, if known
- Business location and information
- Whether the seller is a third party, such as a third-party hotel booking site
- For lumber, note the grade, thickness, and quality

The Attorney General's Office Consumer Protection Division reviews every price gouging complaint made.

### Report suspected price gouging:



### NO SCAM

- Download Attorney General Ashley Moody's "No Scam" app from the Apple or Android app stores. Available in English and Spanish. Click "Submit Complaint" and include as much information as possible.
- Visit [www.MyFloridaLegal.com](http://www.MyFloridaLegal.com) and click "Price Gouging Complaints." Submit as much information as possible.
- Call the price gouging hotline at 1-866-9-NO-SCAM (1-866-966-7226).