

**WHEN A DISASTER STRIKES**

# **PREVENT PRICE GOUGING**

If the government declares an emergency, increasing the price of goods and services more than **10%** within 30 days may be a crime.



## **1 RIGHTS & RESPONSIBILITIES**

Businesses may not increase the price of goods and services more than 10% after a declared emergency unless they can prove the price increase is due to their suppliers' increase in price.

If you offer contractor related services, your prices may not increase by more than 10% for 180 days after an emergency is declared.

## **2 PROTECT YOUR BUSINESS**

Maintain detailed records of your pricing for consumer goods and/or services before, during and after the declared emergency.

## **3 RISK OF PRICE GOUGING**

Failure to comply with the California Price Gouging law (Penal Code 396) can result in fines of up to \$10,000 or one year in jail, or both.

## **4 QUESTIONS?**

Contact us at (800) 593-8222 if you have questions about your rights and responsibilities under the California Price Gouging law.



**LOS ANGELES COUNTY**  
**CONSUMER &  
BUSINESS AFFAIRS**