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1 **HOUSE BILL NO. 580**

2 Offered January 14, 2026

3 Prefiled January 13, 2026

4 *A BILL to amend and reenact § 2.2-517 of the Code of Virginia, relating to Division of Consumer Counsel;*  
5 *duties; artificial intelligence fraud and abuse.*

6 Patron—Glass

7 Committee Referral Pending

8 **Be it enacted by the General Assembly of Virginia:**9 **1. That § 2.2-517 of the Code of Virginia is amended and reenacted as follows:**10 **§ 2.2-517. Division of Consumer Counsel created; duties.**11 A. There is created in the Department of Law a Division of Consumer Counsel (the Division) that shall  
12 represent the interests of the people as consumers.

13 B. The duties of the Division shall be to:

14 1. Appear before governmental commissions, agencies, and departments, including the State Corporation  
15 Commission, to represent and be heard on behalf of consumers' interests, and investigate such matters  
16 relating to such appearance.17 2. Make such studies related to enforcing consumer laws of the Commonwealth as deemed necessary to  
18 protect the interests of the consumer and recommend to the Governor and General Assembly the enactment  
19 of such legislation deemed necessary to promote and protect the interests of the people as consumers.

20 C. In addition, the Division shall:

21 1. Establish mechanisms by which to receive complaints and related inquiries from the Commonwealth's  
22 consumers involving violations or alleged violations of any law designed to protect the integrity of consumer  
23 transactions in the Commonwealth. Such mechanisms shall include establishing a statewide, toll-free  
24 telephone hotline to be administered by the Division; publicizing the existence of such hotline through public  
25 service announcements on television and radio and in newspapers and other media deemed necessary,  
26 convenient, or appropriate; and enhancing electronic communication with the Division through the Internet;27 2. Establish and administer programs that facilitate resolution of complaints and related inquiries from the  
28 Commonwealth's consumers involving violations or alleged violations of any law designed to protect the  
29 integrity of consumer transactions in the Commonwealth. Such programs may utilize paid or unpaid  
30 personnel, law schools or other institutions of higher education, community dispute resolution centers, or any  
31 other private or public entity, including any local offices of consumer affairs established pursuant to  
32 § 15.2-963 that volunteer to participate in a program;33 3. Promote consumer education in cooperation with the Department of Education and inform the public of  
34 policies, decisions, and legislation affecting consumers;35 4. Serve as a central coordinating agency and clearinghouse for receiving and investigating complaints by  
36 the Commonwealth's consumers of illegal, fraudulent, deceptive, or dangerous practices and referring  
37 appropriate complaints to the federal, state, and local departments or agencies charged with enforcement of  
38 consumer laws;39 5. Maintain records of consumer complaints and their eventual disposition, which records shall be open  
40 for public inspection, provided that information disclosing the business interests of any person, trade secrets,  
41 or the names of customers shall be held confidential except to the extent that disclosure of such matters may  
42 be necessary for the enforcement of laws; **and**43 6. Have the authority, in the same manner as provided in § 59.1-308.2, to inquire into consumer  
44 complaints regarding violations of § 46.2-1231 or 46.2-1233.1 involving businesses engaged in towing  
45 vehicles or to refer the complaint directly to the appropriate local enforcement officials; **and**46 7. *Establish and administer programs to address artificial intelligence fraud and abuse. Such programs  
47 shall include establishing a statewide artificial intelligence fraud and abuse alert system to be administered  
48 by the Division.*49 D. In addition, the Division may inquire into consumer complaints involving towing and recovery  
50 operators and tow truck drivers regarding violations of § 46.2-118, 46.2-1217, 46.2-1231, or 46.2-1233.1.51 E. The Division, in all investigations connected with enforcing consumer laws and appearances before  
52 governmental bodies shall, on behalf of the interests of the consumer, cooperate and coordinate its efforts  
53 with such commissions, agencies, and departments in ensuring that any matters adversely affecting the  
54 interests of the consumer are properly controlled and regulated. The appearance of a representative of the  
55 Division before any governmental body shall in no way limit or alter the duties of such governmental body.

56 F. The Attorney General may employ and fix the salaries of such attorneys, employees, and consultants,

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59 within the amounts appropriated to the Attorney General for providing legal service for the Commonwealth,  
60 and other services as may be provided for by law, as he may deem necessary in the operation of the Division  
61 of Consumer Counsel to carry out its functions.