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HOUSE BILL NO. 1431

Offered January 22, 2026

A *BILL to amend and reenact § 59.1-531 of the Code of Virginia, relating to gift certificates; redeemable cash value; Virginia Consumer Protection Act.*

Patron—Griffin

Referred to Committee on Labor and Commerce

Be it enacted by the General Assembly of Virginia:

1. That § 59.1-531 of the Code of Virginia is amended and reenacted as follows:

§ 59.1-531. Required disclosures; certain fees prohibited; redeemable cash value.

A. Each gift certificate issued by a merchant in the Commonwealth that has an expiration date shall include either (i) a statement of the expiration date of the certificate or (ii) a telephone number or Internet address where the holder of the certificate may obtain information regarding the expiration date of the certificate.

B. Each gift certificate issued by a merchant in the Commonwealth that diminishes in value over time shall include a telephone number or Internet address where the holder of the certificate may obtain information regarding the diminution in the value of the certificate over time.

C. No gift certificate issued by a merchant in the Commonwealth shall impose a dormancy fee, an inactivity charge or fee, or a service fee, unless the gift certificate is distributed pursuant to an award, loyalty, or promotional program, and with respect to which there is no other money or value exchanged.

D. *Any gift certificate with a cash value of less than \$10 shall be redeemable by the holder of the certificate for its cash value from the issuing merchant.*

E. The information required by subsections A and B shall be clearly and permanently imprinted on the certificate.

INTRODUCED

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