

714H.2 Definitions.

1. “*Actual damages*” means all compensatory damages proximately caused by the prohibited practice or act that are reasonably ascertainable in amount. “*Actual damages*” does not include damages for bodily injury, pain and suffering, mental distress, or loss of consortium, loss of life, or loss of enjoyment of life.

2. “*Advertisement*” means the same as defined in [section 714.16](#).

3. “*Consumer*” means a natural person or the person’s legal representative.

4. “*Consumer merchandise*” means merchandise offered for sale or lease, or sold or leased, primarily for personal, family, or household purposes.

5. “*Deception*” means an act or practice that is likely to mislead a substantial number of consumers as to a material fact or facts.

6. “*Merchandise*” means the same as defined in [section 714.16](#).

7. “*Person*” means the same as defined in [section 714.16](#).

8. “*Sale*” means any sale or offer for sale of consumer merchandise for cash or credit.

9. “*Unfair practice*” means the same as defined in [section 714.16](#).

2009 Acts, ch 167, §2, 9

Section applies to causes of actions accruing on or after July 1, 2009; 2009 Acts, ch 167, §9