

(1) based on a consumer complaint; or

(2) on its own initiative.

(b) The Board shall investigate each complaint to ascertain facts and issues.]

[13-637.

(a) (1) If the Board determines there are reasonable grounds to believe an unlawful, unfair, or deceptive trade practice has occurred, the Board shall attempt to conciliate the matter by initial conference and persuasion with all interested parties and any representatives of the parties.

(2) A conciliation conference is informal and is not public.

(b) (1) The terms of conciliation agreed to by the parties may be reduced to writing and incorporated into an agreement to be signed by the parties.

(2) The agreement is for conciliation purposes only and does not constitute an admission by a party that the law has been violated.

(3) The director of the Board shall sign an agreement on behalf of the Board.

(c) A person may not violate or fail to adhere to a provision contained in an agreement.

(d) (1) A person who violates this section is subject to a civil penalty payable to the appropriate county in an amount not exceeding \$500 for each violation.

(2) The county may recover the civil penalty in a civil action.

(e) The Board does not waive any right of the Board or provision of an agreement if the Board fails to enforce a violation of a provision of the agreement.]

[13-638.

(a) As appropriate, the Board may report information concerning violation of a consumer protection law to:

(1) the Consumer Protection Division of the Office of the Attorney General;

(2) the Federal Trade Commission; or