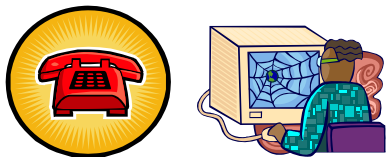


ADVERTISING PROFESSIONAL OR OCCUPATIONAL SERVICES IN HAWAII:

WHAT PUBLISHERS & PRODUCERS SHOULD KNOW...



The Regulated Industries Complaints Office (RICO) enforces State licensing laws that govern the practice of 45 professions, occupations, and programs. For many of these professions and occupations, the professional or vocational licensing laws include advertising restrictions. As an advertising publisher or producer, you should know that...



- ❖ You can verify whether a person or business is currently licensed or registered by checking the licensing website at: businesscheck.hawaii.gov

or by contacting the Consumer Resource Center at 587-3222.



- ❖ A person is prohibited from advertising that the person is a contractor, from advertising in a manner that implies that the person is a licensed contractor, or from advertising that the person is able to perform contracting work in amounts over \$1,000 UNLESS the person has a valid contractor's license in all areas advertised.



- ❖ A person who performs contracting work amounting to \$1,000 or LESS (including labor, materials and taxes) is not required to have a contractor's license; except, however, where a building permit is required, for electrical, plumbing, or elevator mechanic work, or when the work is part of a larger project or operation.



- ❖ Advertisements concerning contractors, pest control operators, massage therapists, motor vehicle repair, detective & guards, and real estate appraisers must contain the practitioner's current license number.
- ❖ For advertisements concerning contractors, pest control operators, and massage therapists, licensees are required to provide proof to the publisher or producer that they hold a valid license number. Absent such proof, the publisher or producer is required to refuse to publish or produce the advertisement.



- ❖ A professional or vocational license or registration is required for persons or businesses practicing or advertising as practitioners within the following professions and occupations. In addition, a professional or vocational license or registration is required for persons who advertise within certain

professions and occupations by using titles, descriptions, or academic degrees. Some examples are noted below in parentheses.

Accountancy ("CPA", "PA")
 Activity Desk
 Acupuncture ("L.Ac.")
 Barbering & Cosmetology
 Boxing
 Cemetery & Pre-Need Funeral Authority
 Chiropractor ("D.C.")
 Contractor
 Collection Agency
 Condominium Property Regime
 Dentist ("D.D.S", "D.M.D.", "L.D.S.")
 Dispensing Optician
 Electrologist
 Electrician & Plumber
 Elevator Mechanic
 Engineer, Architect, Surveyor, & Landscape Architect
 Employment Agency
 Hearing Aid Dealer & Fitter
 Marriage & Family Therapist
 Massage Therapy
 Medical ("Dr.", "M.D.")
 Mental Health Counselor
 Motor Vehicle Industry
 Motor Vehicle Repair
 Naturopathy ("N.D.")
 Nursing ("R.N.", "L.P.N.", "A.P.R.N.")
 Nurse Aide
 Nursing Home Administrator
 Occupational Therapist ("OT", "COT", "OTR")
 Optometry ("O.D.")
 Pest Control
 Pharmacy & Pharmacist
 Physical Therapy ("RPT", "LPT", "PT")
 Port Pilot
 Private Detective & Guard
 Psychologist
 Real Estate Appraiser
 Real Estate
 Speech Pathology & Audiology
 Social Worker ("S.W.", "L.B.S.W.", "L.S.W.", "L.C.S.W.")
 Subdivision
 Time Share
 Travel Agency
 Veterinary ("Dr.")

- ❖ Many laws prohibit false, deceptive, or misleading advertising or advertisements that contain false promises or untrue statements.
- ❖ For more information about specific industry laws, publishers and producers are encouraged to review the applicable licensing statutes and rules at <http://www.hawaii.gov/dcca/main/hrs>
<http://www.hawaii.gov/dcca/main/har>



- ❖ Contact the Consumer Resource Center at 587-3222 if you have any further questions.

This brochure is for informational purposes only and is not intended to provide legal advice. The information contained in this brochure is subject to change.

June 2011

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