



The Attorney General's Price Gouging Hotline is Activated

Report Price Gouging:

(866) 9NO-SCAM

MyFloridaLegal.com

The Florida Attorney General's Consumer Protection Division aggressively investigates allegations of price gouging, and direct evidence of pricing information is a crucial component of the investigative process. If the price of an essential commodity represents a gross disparity from the average price charged 30 days before the declared state of emergency, or grossly exceeds the average market price for the area, then the price may be unlawful. See [501.160, Fla. Stat](#) for more details.



At this time, essential commodities covered by Florida's price gouging law under the COVID-19 state of emergency include:

Protective masks used to protect you from others if you are sick

Sanitizing & disinfecting supplies, such as hand sanitizer, gel, wipes, cleaning supplies for surface cleaning & all commercial cleaning supplies

All personal protective equipment, including gowns, booties, gloves, & other protective gear

The OAG will continue to monitor the situation and revise the above list as necessary.

Before filing a price gouging complaint, try to gather as much information as possible. Below are some tips to help consumers know what evidence to capture and what to report:

- Take pictures of advertised prices, receipts, signs or price tags, and keep copies of any estimates, invoices, receipts or bills;
- If time and security permit, it may be helpful to identify the pricing of the same product sold by other sellers in the area;
- Compare products, noting similarities and differences, by recording the product's name, brand, size/quantity, manufacturer, model number and price. Take pictures of the items if possible;
- Make a record of the name and address of the business or individual selling the more expensive commodity and of any others whose prices are being compared; and
- Retain receipts of necessary items purchased from businesses you frequently visit, as these may provide better context when determining if the price of the item during a declared state of emergency represents a gross disparity from the average price charged 30 days before the declaration.



AG MOODY

Stronger, Safer Florida