



LOS ANGELES COUNTY  
**CONSUMER &  
BUSINESS AFFAIRS**

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## MEDIA RELEASE

*For Immediate Release*  
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### **Los Angeles County Consumers and Business Owners: Avoid Price Gouging and Report Overcharges During Saddleridge Fire Emergency**

LOS ANGELES – On October 11, 2019, Chair of the Los Angeles County Board of Supervisors Janice Hahn proclaimed a [local emergency](#) in the County of Los Angeles in response to the Saddleridge Fire.

The Los Angeles County Department of Consumer and Business Affairs (DCBA) wants consumers to be safe and prepared for the potential impacts of the emergency. DCBA warns consumers affected by the emergency to [beware of being overcharged](#). DCBA also has resources for business owners, including hotel and short-term home-rental operators, on how to avoid violations of [state](#) and [Los Angeles County](#) price gouging laws.

Accordingly, DCBA is providing resources, information and assistance to [consumers](#) and [businesses](#) that have questions about existing price gouging laws.

#### **What to know when a state, local or Federal government body declares an emergency:**

- According to price gouging laws, businesses cannot increase the price of goods and services more than 10 percent for 30 days in most cases.
- If you believe a business is improperly overcharging you, save your receipts and contact DCBA at **(800) 593-8222**.
- Price gouging restrictions apply to any business in the region, even if they are not directly involved with the emergency. Common goods and services that often see price increases during emergencies include essentials (e.g. food, water, gasoline) and housing (e.g. hotels, motels, short-term rentals.)
- Price-gouging protections extend for 180 days for any [contractor-related](#) services.

For the latest updates on emergency efforts across Los Angeles County, please visit [lacounty.gov/emergency](http://lacounty.gov/emergency). For more information on how consumers and businesses can prepare for and respond to emergencies, visit [dcba.lacounty.gov/disasterready](http://dcba.lacounty.gov/disasterready).



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[dcba.lacounty.gov](http://dcba.lacounty.gov)

*Since 1976, the County of Los Angeles Department of Consumer and Business Affairs (DCBA) has served consumers, businesses, and communities through education, advocacy, and complaint resolution. We work every day to educate consumers and small business owners about their rights and responsibilities, mediate disputes, investigate consumer fraud complaints, and enforce Los Angeles County's minimum wage and rent stabilization ordinances. For more information, visit [dcbalacounty.gov](http://dcbalacounty.gov).*

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