

APA-1

TRANSMITTAL SHEET FOR NOTICE OF INTENDED ACTION

Control: 304
Department or Agency: Alabama Electronic Security Board of Licensure
Rule No.: 304-X-1-.07
Rule Title: Code Of Ethics
Intended Action: Repeal and Replace

Would the absence of the proposed rule significantly harm or endanger the public health, welfare, or safety? Yes

Is there a reasonable relationship between the state's police power and the protection of the public health, safety, or welfare? Yes

Is there another, less restrictive method of regulation available that could adequately protect the public? No

Does the proposed rule have the effect of directly or indirectly increasing the costs of any goods or services involved? No

To what degree?: N/A

Is the increase in cost more harmful to the public than the harm that might result from the absence of the proposed rule? NA

Are all facets of the rule-making process designed solely for the purpose of, and so they have, as their primary effect, the protection of the public? Yes

Does the proposed action relate to or affect in any manner any litigation which the agency is a party to concerning the subject matter of the proposed rule? No

Does the proposed rule have an economic impact? No

If the proposed rule has an economic impact, the proposed rule is required to be accompanied by a fiscal note prepared in accordance with subsection (f) of Section 41-22-23, Code of Alabama 1975.

Certification of Authorized Official

I certify that the attached proposed rule has been proposed in full compliance with the requirements of Chapter 22, Title 41, Code of Alabama 1975, and that it conforms to all applicable filing requirements of the Administrative Procedure Division of the Legislative Services Agency.

Signature of certifying officer

Janet Robinson
Janet Robinson

Date

Friday, September 19, 2025

REC'D & FILED
SEP 19, 2025
LEGISLATIVE SVC AGENCY

ALABAMA ELECTRONIC SECURITY BOARD OF LICENSURE

NOTICE OF INTENDED ACTION

AGENCY NAME: Alabama Electronic Security Board of Licensure

RULE NO. & TITLE: 304-X-1-.07 Code Of Ethics

INTENDED ACTION: Repeal and Replace

SUBSTANCE OF PROPOSED ACTION:

To repeal and replace in order to restructure the Code of Ethics into categorized sections.

TIME, PLACE AND MANNER OF PRESENTING VIEWS:

Written comments may be submitted to:  
Alabama Electronic Security Board of Licensure  
7956 Vaughn Road, PMB 392  
Montgomery, AL 36116

Public Hearing:  
Tuesday, November 18, 2025, 9:30 a.m.  
Halcyon Pointe--Building I--Meeting Room  
7515 Halcyon Summit Drive  
Montgomery, AL 36117

FINAL DATE FOR COMMENT AND COMPLETION OF NOTICE:

Tuesday, November 4, 2025

CONTACT PERSON AT AGENCY:

Janet Robinson, Executive Director  
Alabama Electronic Security Board  
of Licensure  
7956 Vaughn Road, PMB 392  
Montgomery, AL 36116  
Telephone# 334-557-0983

*Janet Robinson*

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Janet Robinson

(Signature of officer authorized  
to promulgate and adopt  
rules or his or her deputy)

~~(1) The following code is intended to aid companies licensed by the Alabama Electronic Security Board of Licensure and their employees, individually and collectively, (hereinafter referred to as companies), in maintaining a high level of ethical conduct. This code evolved out of the experience of the Board and is binding on all licensed companies and their employees.~~

~~(a) All licensees and employees of licensees must have visible on their person a photo identification card issued by the licensing board at all times when providing licensed services. This requirement does not apply to administrative, management, and monitoring station employees who do not contact with consumers in the field.~~

~~(b) Companies will always render services at the highest level of quality. Companies performing unsolicited sales on the consumers of the State of Alabama shall take great care to uphold the ethical standards set forth by the Board.~~

~~1. Companies shall not misrepresent the status of another company. This includes, but is not limited to, falsely telling potential customers that another company has gone or is going out of business, is leaving the State of Alabama, has had their AESBL license revoked, is merging with another company, or that they are upgrading equipment for another company.~~

~~2. Companies shall not interfere with or coach potential customers or new customers obtained via unsolicited sales when pre-installation and/or installation surveys are conducted.~~

~~3. Companies shall inform potential customers and obtain consent from said customers regarding the use of third-party lending for security and/or locksmith equipment.~~

~~4. Companies shall inform potential customers that a Consumer Report will be obtained through a Consumer Reporting Agency before a credit report is requested.~~

~~5. Companies shall not engage in white paging if a potential customer is denied credit based on their Consumer Report.~~

~~6. Companies shall not add an unauthorized co-signer to an account if a co-signer is required for a potential customer to obtain credit financing.~~

~~7. Companies shall give to all new and potential customers a paper copy of their right to cancel a new security system. The instructions shall include contact information, how many days they have to cancel, and the method in which the notice of cancellation should be sent, including the company's mailing address, email address, and fax number.~~

~~8. Companies that have potentially engaged in any form of identity theft shall be considered for referral to the District Attorney or the Attorney General's Office.~~

~~(c) Companies must include the following information at the bottom front of each contract for services: All complaints or concerns regarding the installation or service of a lock, alarm, or CCTV system may be directed to the: AESBL at 7956 Vaughn Road, PMB 392, Montgomery, Alabama 36116 (334) 557-0983.~~

~~(d) All licensees must provide an electronic or paper copy to each customer in which alarm, locksmith, or CCTV services have been provided. The electronic copy provided to a customer must be emailed to the customer at the customer provided email address within 24 hours of the completed sell, service, or installation. A Notice of Cancellation document must also be given to the client and the procedure for cancelling a contract must be clearly explained to the client.~~

~~(e) Upon request, licensees will give to each client or potential client their AESBL license number and each individual will show his/her AESBL identification card to all existing and potential clients, law enforcement personnel, AESBL Board Members, AESBL inspectors and investigators, and the AESBL staff upon request.~~

~~(f) Companies will inform each client of their rights, including their right to cancel a new contract within a specified time period, and encourage them to maintain records of all activities and contracts related to the installation of locks or an electronic security system.~~

~~(g) Companies will adequately train each client in the proper use of their locks or electronic security system, will provide customers lockout codes upon receipt of written requests within ten (10) business days, and will not sell customers pre-programmed panels without written disclosure to the customer.~~

~~(h) Companies will advise customers who already have electronic security service that, if they already have a contract for services, they may be obligated for payments under the terms of their present contracts as well as any new contract signed.~~

~~(i) Companies will respond within ten (10) business days to customer complaints regarding sales, installation, servicing or monitoring of their locks or electronic security systems or the conduct of any person employed or sub-contracted by the company.~~

~~(j) Company representatives will make a reasonable attempt to identify the owner of a residence, a commercial establishment, or vehicle before performing work.~~

~~(k) Companies will not engage in deceptive, fraudulent, or illegal activity targeting individuals age sixty (60) or older or individuals who do not appear to be mentally competent. Doing so may result in their license being suspended on an emergency basis without a hearing if said activity is confirmed by the AESBL investigator or other law enforcement agency and/or personnel by a signed and notarized affidavit.~~

~~(l) Companies must wait four (4) business days before performing unsolicited services for an individual age 75 or older and must provide these same customers with a 30 day right to cancel in their contract.~~

~~(2) Any company, including all employees of a company, and any person who violates one or more canon of ethics in this code shall be subject to disciplinary action. If, after a hearing, the Board determines that a company or person is, in fact, guilty of a violation, the Board may impose a monetary penalty, a sanction, suspend or revoke a license.~~

~~(3) Pursuant to Code of Ala. 1975, 34-1A-3(10), all licensed companies are to be inspected, and the Board has determined that inspections shall occur on an annual basis. Company personnel shall comply when contacted by an AESBL inspector, whether in person, by telephone or text, or via email. Failure to comply shall result in an Administrative Complaint filed by the inspector. Failure to comply would include, but is not limited to, not allowing the inspector into a company's main office and/or branch office, not returning an inspector's voicemail, email, and/or text within a reasonable amount of time as determined by the inspector, not agreeing to meet with an inspector at a designated location outside a home office, and/or not providing information requested by the inspector, i.e. — employee roster,~~

~~proof of licensing numbers on company vehicles, proof of licensed disciplines conducted by the company vehicles, proof of licensed disciplines conducted by the company and its employees, etc. An Administrative Complaint filed shall proceed through the normal process as enumerated under 304-X-1-.08.~~

~~(4) Upon proof (proof being a civil order or criminal conviction) that any licensee or licensed company has engaged in behavior that has violated any Federal, State, or Local law, the Board shall take immediate disciplinary action. All licensees are required to adhere to all laws related to the "Do Not Call List", spoofing, and any laws or rules imposed by the Federal Trade Commission or the Federal Communications Commission.~~

~~(5) Any advertising, including social media and internet advertising, must include the company's AESBL license number or an internet address where licensing information can be found on said advertising. The company's AESBL license number shall be visible on any vehicle displaying advertising information.~~

~~**Author:** Fred Crawford~~

~~**Statutory Authority:** Code of Ala. 1975, §34-1A.~~

~~**History: New Rule:** Filed April 26, 2000; effective May 31, 2000.~~

~~**Amended:** Filed May 25, 2004; effective June 29, 2004. **Amended:** Filed November 13, 2007; effective December 18, 2007. **Amended:** Filed February 18, 2010; effective March 25, 2010. **Amended:** Filed November 14, 2011; effective December 19, 2011. **Amended:** Filed May 27, 2014; effective July 1, 2014. **Amended:** Filed November 19, 2014; effective December 24, 2014. **Amended:** Filed November 19, 2018; effective January 3, 2019. **Amended:** Published November 30, 2021; effective January 14, 2022. **Amended:** Published May 31, 2022; effective July 15, 2022.~~

The following code is intended to aid companies licensed by the Alabama Electronic Security Board of Licensure and their employees, individually and collectively, (hereinafter referred to as companies), in maintaining a high level of ethical conduct.

This code evolved out of the experience of the Board and is binding on all licensed companies and their employees.

Companies shall always render services at the highest level of quality. Companies performing unsolicited sales on the consumers of the State of Alabama shall take great care to uphold the ethical standards set forth by the Board.

(1) All licensees and employees of licensees shall have visible on their person a photo identification card issued by the licensing board at all times when providing licensed services. This requirement does not apply to administrative, management, and monitoring station employees who do not have contact with consumers in the field. Upon request, licensees shall give to each client or potential client their AESBL license number and each individual shall show his/her AESBL identification badge to all existing and potential clients, law enforcement personnel, AESBL Board Members, AESBL inspectors and investigators, and the AESBL staff.

(2) Solicitation:

(a) Companies shall adhere to all laws related to the "Do Not Call List", spoofing, and any laws or rules imposed by the Federal Trade Commission or the Federal Communications Commission.

(b) Companies shall not misrepresent the status of another company. This includes, but is not limited to, falsely telling potential customers that another company has gone or is going out of business, is leaving the State of Alabama, has had their AESBL license revoked, is merging with another company, or that they are upgrading equipment for another company.

(c) Companies shall advise potential customers who already have electronic security service that, since they already have a contract for services, they may be obligated for payments under the terms of their present contract as well as any new contract signed.

(d) Companies shall not engage in high-pressured and/ or aggressive sales tactics, including but not limited to:

1. Entering any part of a premises, including a garage or carport, without the permission of the consumer.

2. Misleading the consumer into thinking the representative is from or working on behalf of the consumer's current alarm system provider.

3. Using fear by giving false or misleading information regarding crime in the area.

4. Continuing to attempt to secure a sale after the consumer has clearly indicated they are not interested in the service being offered.

5. Lingering after the consumer has asked/told the salesperson/technician to leave the premises.

6. Preventing the consumer from closing their door.

(e) Companies shall not engage in deceptive, fraudulent, or illegal activity targeting individuals and, especially, individuals aged sixty (60) or older or individuals who do not appear to be mentally competent. Doing so may result in their license being suspended on an emergency basis without a hearing if said activity is confirmed by the AESBL investigator or other law enforcement agency and/or personnel by a signed and notarized affidavit.

(f) Companies shall not interfere with or coach potential customers or new customers obtained via unsolicited sales when pre-installation and/or installation surveys are conducted.

(3) Contracts:

(a) Companies shall not sell customers pre-programmed panels without written disclosure to the consumer.

(b) Prior to a contract being signed by a potential client, Companies shall clearly explain and disclose on the contract the financial terms and ongoing financial obligation for which the potential client shall be responsible.

(c) Companies shall inform potential customers and obtain consent from said customers regarding the use of third-party lending for security and/or locksmith equipment.

(d) Companies shall include the following information at the bottom front of each contract for services:

All complaints or concerns regarding the installation or service of a lock, alarm, or CCTV system may be directed to the: AESBL at 7956 Vaughn Road, PMB 392, Montgomery, Alabama 36116 (334)557-0983.

(e) Companies shall inform each consumer of their rights, including their right to cancel a new contract within a specified time period.

(f) Companies shall give to all new and potential customers a paper copy of their right to cancel a new security system. The instructions shall include contact information, how many days they have to cancel, and the method in which the notice of cancellation should be sent, including the company's mailing address, email address, and fax number. The procedure for cancelling a contract must be clearly explained to the client.

(g) Companies shall inform potential customers that a Consumer Report will be obtained through a Consumer Reporting Agency before a credit report is requested.

(h) Companies shall not engage in white paging if a potential customer is denied credit based on their Consumer Report.

(i) Companies shall not add an unauthorized co-signer to an account if a co-signer is required for a potential customer to obtain credit financing.

(j) Companies shall encourage clients to maintain records of all activities and contracts related to the installation of locks or an electronic security system.

(k) Companies shall take appropriate measures to protect consumer's/client's personal and confidential information and not engage in any form of identity theft.

(4) Installation and Service:

(a) Company representatives shall make a reasonable attempt to identify the owner of a residence, a commercial establishment, or vehicle before performing work.

(b) Companies must wait four (4) business days before performing unsolicited services for an individual age 75 or older and must provide these same customers with a 30 day right to cancel in their contract.

(c) Companies shall take proper care while installing electronic security system equipment, locks, etc., to minimize the impact on the client's property.

(d) Companies shall adequately train each client in the proper use of their locks or electronic security system.

(e) Companies shall provide clients lockout codes upon receipt of written requests within ten (10) business days.

(f) Companies must provide an electronic or paper copy to each customer in which alarm, locksmith, or CCTV services have been provided. The electronic copy provided to a customer must be emailed to the customer at the customer provided email address within 24 hours of the completed sell, service, or installation.

(5) Company Operations:

(a) Any advertising, including social media and internet advertising, must include the company's AESBL license number or an internet address where licensing information can be found on said advertising. The company's AESBL license number shall be visible on any vehicle displaying advertising information.

(b) Companies shall respond within ten (10) business days to customer complaints regarding sales, installation, servicing or monitoring of their locks or electronic security systems or the conduct of any individual employed or sub-contracted by the company.

(c) Companies shall ensure that all new employees who will work in the State of Alabama read and acknowledge that they have read this Code of Ethics.

(d) Upon proof (proof being a civil order or criminal conviction) that any licensee or licensed company has engaged in behavior that has violated any Federal, State, or Local law, the Board shall take immediate disciplinary action.

(e) Pursuant to Code of Alabama 1975 34-1A-3(10), all licensed companies are to be inspected, and the Board has determined that inspections shall occur on an annual basis. Company personnel shall comply when contacted by an AESBL inspector, whether in person, by telephone or text, or via email, in by allowing the inspector into a company's main office and/or branch office, returning an inspector's voicemail, email, and/or text within a reasonable amount of time as determined by the inspector, meeting in person with

an inspector at a designated location outside a home office, and/or providing information requested by the inspector, i.e., employee roster, proof of licensing numbers on company vehicles, proof of licensed disciplines conducted by the company and its employees, etc.

Any company, including all employees of a company, and any individual who violates one or more canon of ethics in this code shall be subject to disciplinary action. If, after a hearing, the Board determines that a company or individual is, in fact, guilty of a violation, the Board may impose a monetary penalty, a sanction, suspend or revoke a license.

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