

# Firearms Industry Responsibility Act

## ⚠️ **THE PROBLEM** – Lack of Accountability for the Gun Industry

The gun industry plays by its own rules with zero accountability and no recourse for families and communities impacted by gun violence.

Other industries, like the tobacco and opioid industries, that manufacture products that can pose health and safety risks have guardrails built in to hold bad actors accountable, but the gun lobby has been successful at protecting the gun industry at the expense of our communities. Specifically, the Protection of Lawful Commerce in Arms Act (PLCAA) is a federal law successfully pushed by the gun lobby and passed in 2005 that granted gun manufacturers unprecedented immunity from most lawsuits.

The predictable result has been that gun manufacturers have been allowed to engage in unsafe and deceptive marketing and sales practices that target children, glorify wielding weapons and fuel the violence that plagues our communities. Our children and families are paying the price and victims are left without legal recourse to get the justice they deserve all while the gun industry makes billions of dollars every year.

## ✅ **THE SOLUTION** – Firearms Industry Responsibility Act

In 2023, Illinois passed the Firearms Industry Responsibility Act (FIRA), a law that allows victims and survivors of gun violence to hold gun manufacturers accountable through legal action for the harm they have caused by either their actions or inactions.



## **WHAT THE FIREARMS INDUSTRY RESPONSIBILITY ACT DOES:**

### **Holds gun makers accountable**

FIRA makes clear that the Illinois Attorney General's office can use Illinois' Consumer Fraud and Deceptive Business Practices Act to take enforcement action against firearms dealers and manufacturers that engage in dangerous sales and marketing practices

### **Prohibits Advertising and Marketing that Encourages Para-Military or Unlawful Private Militia Activity**

### **Prevents Advertising to Minors**

FIRA prevents advertising to minors that encourages the use of a firearm in a manner not authorized by law, including advertising that uses cartoons, stuffed animals and clothing targeted towards children.

### **Levels the Playing Field**

FIRA treats gun manufacturers like any other industry in America, which can face legal action if they break the law.

### **Allows victims to seek justice**

Victims and survivors of gun violence can now pursue justice for the irreversible mark left on their lives by gun violence.