**20:10:35:14.  Investigation of complaints.** Upon receipt of a fully completed and submitted complaint, the commission shall conduct an appropriate inquiry to determine if a violation has occurred. If a violation has occurred, the commission may assess a penalty pursuant to SDCL 49-31-108 or the complaint may be entered on the Federal Trade Commission's Consumer Sentinel consumer complaint database or both.

 **Source:** 30 SDR 25, effective August 28, 2003.

 **General Authority:** 49-31-99.

 **Law Implemented:** 49-31-99, 49-31-100, 49-31-101, 49-31-102, 49-31-103, 49-31-108.