

# S09088 • New York

Requires the registration of data brokers; imposes regulations upon data brokers; establishes a data deletion mechanism for consumers; imposes penalties upon data brokers for violations of the law.

Introduced

Risk: Medium

Comprehensive

Last Action (Jan 30, 2026): REFERRED TO CONSUMER PROTECTION

## Summary

The bill mandates data broker registration, establishes a consumer data deletion mechanism, and imposes penalties for violations, though specific penalties are not confirmed.

## Business Impact

If you operate as a data broker in New York, you must register and comply with data deletion requests by January 31 each year or face penalties.

## Key Provisions

- Data brokers must register.
- A data deletion mechanism must be developed, though the process is not detailed in the available description.
- Penalties for non-compliance are imposed, but specific types are not confirmed.

## Compliance Checklist

- Register with the attorney general and provide required information | Who: Data brokers | Penalty: Civil penalty of \$200 per day for non-registration
- Implement a data deletion mechanism for consumer requests | Who: Data brokers | Penalty: Civil penalties for violations of deletion requests

## Industries Affected

Consumer Services

Data Brokerage

Technology

Consumer Protection

## Bill Sponsors

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Name	Party	Role
PERALTA		Primary
FELDER		Primary
HARCKHAM		Primary
Thomas F. O'Mara		Primary
Kristen Gonzalez	Democratic/Working Families	Primary

## Related Bills

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- A09642 (NY)

## Official Source

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<https://www.nysenate.gov/legislation/bills/2025/S9088>

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