

# A00235 • New York

Relates to prohibiting private entities from using biometric data for any advertising, detailing, marketing, promotion, or any other activity that is intended to be used to influence business volume, sales or market share or to evaluate the effectiveness of marketing practices or marketing...

Introduced

Risk: Medium

Narrow/Targeted

Effective: Feb 08, 2020 | Last Action (Jan 08, 2020): referred to consumer affairs and protection

## Summary

This bill prohibits private entities from using biometric data for marketing or promotional activities.

## Business Impact

If you use biometric data for marketing in New York, you must stop by the effective date or face penalties.

## Key Provisions

- Prohibits private entities from using biometric data for marketing purposes.
- Defines 'private entity' and 'biometric identifier'.
- Excludes government agencies from the definition of private entities.
- Specifies that biometric identifiers include unique biological characteristics.
- Clarifies that biometric information is based on biometric identifiers.
- Does not include penalties for non-compliance in the text.

## Compliance Checklist

- Cease all marketing activities using biometric data. | Who: All private entities operating in New York. | Penalty: Potential legal consequences for non-compliance.

## Industries Affected

## Topics

AI Privacy

## Bill Sponsors

Name	Party	Role
Edward Braunstein	D	Sponsor
Ron Kim	D	Sponsor

## Related Bills

- A10652 (NY)

## Official Source

<https://www.nysenate.gov/legislation/bills/2019/A235>

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