

S04276 • New York

Enacts the "digital fairness act"; requires any entity that conducts business in New York and maintains the personal information of 500 or more individuals to provide meaningful notice about their use of personal information; establishes unlawful discriminatory practices relating to targeted...

Introduced

Risk: High

Comprehensive

Last Action (Jan 07, 2026): REFERRED TO INTERNET AND TECHNOLOGY

Summary

NY S04276: Enacts the 'digital fairness act'; applies to entities in New York with data on 500+ individuals, requiring meaningful notice on personal information use.

Business Impact

If you operate in New York and maintain personal information of 500+ individuals, you must provide notice of data use by [date] or face penalties.

Key Provisions

- Addresses discriminatory practices in targeted advertising, specifying characteristics like race, gender, age, religion, and sexual orientation.
- Mandates meaningful notice of data practices for entities conducting business in New York, as defined in the bill.
- The bill includes exceptions and conditions for targeted advertising, such as obtaining explicit consent from individuals.

Compliance Checklist

- Provide a short-form privacy notice to individuals. | Who: Covered entities maintaining personal information of 500+ individuals. | Penalty: Enforcement actions by the consumer protection division.
- Obtain opt-in consent for processing personal information. | Who: Covered entities. | Penalty: Enforcement actions by the consumer protection division.

Industries Affected

Data Services Technology Advertising

Bill Sponsors

Name	Party	Role
SKOUFIS		Primary
GALLIVAN		Primary
Andrew J. Lanza	Republican/Conservative/Independence/Reform	Primary
Brian Kavanagh	Democratic	Primary
Michelle Hinchey	Democratic/Working Families	Cosponsor

Official Source

<https://www.nysenate.gov/legislation/bills/2025/S4276>

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