

# A04947 • New York

Enacts the NY privacy act to require companies to disclose their methods of de-identifying personal information, to place special safeguards around data sharing and to allow consumers to obtain the names of all entities with whom their information is shared.

Introduced

Risk: High

Comprehensive

Last Action (Jan 07, 2026): referred to consumer affairs and protection

## Summary

The NY Privacy Act mandates companies to disclose de-identification methods, safeguard data sharing, and allow consumers to know all entities with whom their data is shared.

## Business Impact

If you operate in New York, you must disclose your de-identification methods and data-sharing entities by January 1, 2025, or face penalties.

## Key Provisions

- Companies must disclose methods of de-identifying personal information.
- The bill allows consumers to know all entities with whom their data is shared.

## Compliance Checklist

- Disclose de-identification methods and data processing practices | Who: All businesses processing personal data of New York residents | Penalty: Fines and enforcement actions by the Attorney General
- Implement reasonable data security measures | Who: Businesses processing personal data | Penalty: Potential penalties and private lawsuits

## Industries Affected

Data Services

Advertising

Technology

Consumer Protection

# Topics

Automated Decision-Making

AI Privacy

## Bill Sponsors

Name	Party	Role
COOK		Primary
SIMOTAS		Primary
ROSENTHAL L		Cosponsor
MONTESANO		Cosponsor
TITUS		Cosponsor
DINOWITZ		Cosponsor
AUBRY		Cosponsor
WEPRIN		Cosponsor
ROZIC		Cosponsor
Monica P. Wallace		Primary
BICHOTTE HERMELYN		Primary
REYES		Cosponsor

## Related Bills

- A08158 (NY)
- A00974 (NY)
- S08524 (NY)
- S03044 (NY)

## Official Source

<https://www.nysenate.gov/legislation/bills/2025/A4947>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.