

S02390 • 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

Comprehensive

Last Action (Jan 03, 2024): REFERRED TO CONSUMER PROTECTION

Summary

This bill prohibits private entities from using biometric data for marketing purposes to influence business outcomes.

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' clearly.
- Excludes certain data types from the definition of biometric identifiers.
- Applies to all private entities, regardless of their profit status.
- Effective 30 days after becoming law.

Compliance Checklist

- Cease using biometric data for marketing activities | Who: All private entities in New York | Penalty: Potential penalties for non-compliance not specified

Industries Affected

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
LANZA		Primary
LARKIN		Primary
ADDABBO		Cosponsor
AKSHAR		Cosponsor
AVELLA		Cosponsor
BONACIC		Cosponsor
CARLUCCI		Cosponsor
CROCI		Cosponsor
DEFRANCISCO		Cosponsor
GALLIVAN		Cosponsor
HELMING		Cosponsor
MARCHIONE		Cosponsor

Related Bills

- S05879 (NY)
- A10794 (NY)
- A00488 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2023/S2390>

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