

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

Effective: Feb 05, 2021 | Last Action (Jan 05, 2022): referred to consumer affairs and protection

Summary

This bill prohibits private entities from using biometric data for marketing purposes, impacting how businesses can influence sales and evaluate marketing effectiveness.

Business Impact

If you use biometric data for marketing in New York, you must stop this practice or face legal consequences after the law takes effect.

Key Provisions

- Prohibits private entities from using biometric data for marketing purposes.
- Defines 'private entity' and 'biometric identifier' clearly.
- Excludes state and local government agencies from the definition of private entities.

Compliance Checklist

- Cease the use of biometric data for marketing activities | Who: All private entities using biometric data | Penalty: Potential legal consequences for non-compliance

Industries Affected

Advertising

Technology

Marketing

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
BRAUNSTEIN		Primary
MILLER MG		Primary
Amy Paulin	Democratic	Primary
Phil Steck	Democratic	Primary
Karines Reyes	Democratic	Cosponsor
Nader Sayegh	Democratic	Cosponsor

Related Bills

- A10794 (NY)
- S05879 (NY)
- S02390 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2021/A488>

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