

S 2539 • New York

Requires retailers to post warning signs of the tracking and collecting of customers biometric data through electronic devices; provides for civil penalties.

In Committee

Risk: Medium

Comprehensive

Effective: Apr 21, 2025 | Last Action (May 12, 2026): referred to codes

Summary

This bill mandates retailers to post warning signs about tracking and collecting customers' biometric data through electronic devices.

Business Impact

If you operate a retail business in New York, you must post warning signs about biometric data collection by 2025 or face fines up to \$500 per violation.

Key Provisions

- Retailers must post warning signs about tracking customers through electronic devices.
- Signs must inform customers about biometric data collection.
- Civil penalties for violations are outlined.

Compliance Checklist

- Post warning signs at each entrance regarding biometric data collection | Who: Retailers tracking customers or collecting biometric data | Penalty: Fines up to \$500 for non-compliance
- Provide opt-out information on the warning signs | Who: Retailers collecting biometric data | Penalty: Fines for failing to provide required information

Industries Affected

Retail

Technology

Consumer Services

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
Zellnor Myrie	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-05-12	Senate Floor Vote - Final Passage	55	5	Passed
2026-02-24	Senate Consumer Protection Committee Vote	7	0	Passed

Related Bills

- A 1558 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/S2539>

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