

A08916 • New York

Prohibits licensees from relying on artificial intelligence for tracking and advertisement purposes and using such artificial intelligence to create personalized advertisements.

Unknown

Risk: Medium

Narrow/Targeted

Last Action (Jan 07, 2026): referred to racing and wagering

Summary

This bill prohibits licensees in New York from using AI for tracking and creating personalized advertisements.

Business Impact

If you use AI for advertising in New York, you must stop using it for tracking and personalized ads or face penalties.

Key Provisions

- Prohibits the use of AI for tracking purposes by licensees.
- Bans the creation of personalized advertisements using AI.

Compliance Checklist

- Cease the use of AI for tracking and personalized advertisements | Who: All licensees operating in New York | Penalty: Potential penalties for non-compliance are unspecified.

Industries Affected

Marketing

Advertising

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