

A08916 • New York

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

Introduced

Risk: Medium

Amendment

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

Summary

This bill prohibits mobile sports wagering licensees from using AI to track bettors' habits and create personalized promotions.

Business Impact

If you operate a mobile sports wagering platform in New York, you must stop using AI for tracking and personalized ads immediately or face penalties.

Key Provisions

- Prohibits mobile sports wagering licensees from using AI to track gambling habits.
- Bans the creation of personalized advertisements based on AI tracking.
- Amends existing racing and wagering laws to include these prohibitions.

Compliance Checklist

- Cease the use of AI for tracking and personalized advertising | Who: Mobile sports wagering licensees | Penalty: Potential regulatory scrutiny or fines

Industries Affected

Advertising

Technology

Gambling

General

Bill Sponsors

Name	Party	Role
Phillip Steck	D	Sponsor
John McDonald	D	Sponsor
Tommy Schiavoni	D	Sponsor
Jo Simon	D	Sponsor
Alicia Hyndman	D	Sponsor
David McDonough	R	Sponsor
Keith Brown	R	Sponsor

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A8916>

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