

# S08874 • New York

Requires disclosure of the use of artificial intelligence in customer services at the point of interaction with the customer; defines terms.

Unknown

Risk: Medium

Narrow/Targeted

Effective: May 12, 2026 | Last Action (Jan 13, 2026): REFERRED TO INTERNET AND TECHNOLOGY

## Summary

Requires AI use disclosure in customer services at interaction points in at least twelve-point bold type, effective 180 days after becoming law.

## Business Impact

If you use AI in customer service in NY, disclose it at interaction points by 2026-05-12 or face penalties.

## Key Provisions

- Disclosure of AI use at customer interaction points in at least twelve-point bold type.
- Clear description of AI's role in plain English.
- Instructions for accessing human assistance if applicable.
- Includes automated customer support, personalized ad targeting, product eligibility decisions, and AI-driven hiring tools as examples requiring disclosure.

## Compliance Checklist

- Disclose AI use at customer interaction points | Who: Businesses using AI in customer services
- Provide clear description of AI's role | Who: Businesses using AI in customer services

## Industries Affected

Customer Service

Technology

# Official Source

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[https://assembly.state.ny.us/leg/?default\\_fld=&bn;=S08874&term;=2025&Summary;=Y&Actions;=Y&Text;=Y&Committee;%26nbspVotes=Y&Floor;%26nbspVotes=Y#S08874](https://assembly.state.ny.us/leg/?default_fld=&bn;=S08874&term;=2025&Summary;=Y&Actions;=Y&Text;=Y&Committee;%26nbspVotes=Y&Floor;%26nbspVotes=Y#S08874)

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