

A06974 • New York

Enacts the "Stop Addictive Feeds Exploitation (SAFE) for all act"; requires a setting which allows a social media user to turn off algorithmic recommendations and other notifications; prohibits the use of dark patterns to subvert choice or inhibit users from accessing certain mechanisms.

Introduced

Risk: High

Comprehensive

Last Action (Jan 07, 2026): referred to consumer affairs and protection

Summary

The SAFE for All Act mandates social media platforms to allow users to disable algorithmic recommendations and notifications, and prohibits deceptive design practices.

Business Impact

If you operate a social media platform, you must allow users to disable algorithmic recommendations by January 1, 2025, or face penalties.

Key Provisions

- Operators must allow users to turn off algorithmic recommendations and notifications.
- Dark patterns that inhibit user choice are prohibited.

Compliance Checklist

- Implement mechanisms for users to turn off algorithmic recommendations | Who: Operators of addictive social media platforms | Penalty: Civil penalties of up to \$5,000 per violation
- Ensure settings are presented clearly and accessibly | Who: Operators of addictive social media platforms | Penalty: Civil penalties of up to \$5,000 per violation

Industries Affected

Social Media

Technology

General

Topics

AI in Social Media & Online Platforms

Bill Sponsors

Name	Party	Role
JAFFEE		Primary
LUPARDO		Cosponsor
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GALEF		Cosponsor
SEAWRIGHT		Cosponsor
GOTTFRIED R		Cosponsor
ABINANTI		Cosponsor
COOK		Cosponsor
HEVESI		Cosponsor
SEPULVEDA		Cosponsor
JEAN-PIERRE		Cosponsor
STECK		Cosponsor

Related Bills

- S04506 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A6974>

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