

S2500 • New York

Relates to prohibiting private entities from using biometric data for any advertising, detailing, marketing, promotion, or any other activity that is intended to be used to influence business volume, sales or market share or to evaluate the effectiveness of marketing practices or marketing...

Introduced

Risk: Medium

Amendment

Effective: Feb 24, 2020 | Last Action (Jan 08, 2020): REFERRED TO CONSUMER PROTECTION

Summary

Bill S2500 prohibits private entities in New York from using biometric data for marketing purposes.

Business Impact

If you use biometric data for marketing, you must stop within 30 days of the law's enactment.

Key Provisions

- Prohibits private entities from using biometric identifiers for marketing purposes (§ 399-dddd(2))
- Defines 'private entity' and excludes government agencies (§ 399-dddd(1)(a))
- Clarifies 'biometric identifier' and 'biometric information' (§ 399-dddd(1)(b)-(c))

Compliance Checklist

- Cease the use of biometric data for marketing activities. | Who: All private entities operating in New York. | Penalty: Legal consequences for non-compliance.

Industries Affected

Marketing

Biometric Technology

Technology

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
Monica Martinez	D	Sponsor

Official Source

<https://www.nysenate.gov/legislation/bills/2019/S2500>

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