

# S2500 • New York

Requires every school bus to be equipped with a stop-arm on each side

In Committee

Risk: Medium

Amendment

Effective: Feb 24, 2020 | Last Action (Jan 07, 2026): REFERRED TO TRANSPORTATION

## 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

Education

Transportation

## Topics

## Bill Sponsors

Name	Party	Role
Andrew Gounardes		Primary

## Official Source

<https://nyassembly.gov/leg/?bn=S02500&term;=2025>

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