

A10794 • 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

Narrow/Targeted

Last Action (May 18, 2018): referred to consumer affairs and protection

Summary

This bill prohibits private entities from using biometric data for advertising and marketing purposes.

Business Impact

If you use biometric data for marketing in New York, you must stop this practice or face potential legal consequences.

Key Provisions

- Prohibits private entities from using biometric data for marketing purposes.
- Defines 'private entity' and 'biometric identifier' for clarity.
- Excludes state or local government agencies from the definition of private entities.

Compliance Checklist

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

Industries Affected

Data Privacy

Technology

Marketing

Topics

AI Privacy

Bill Sponsors

| Name | Party | Role |
|-------------------|-------|---------|
| Edward Braunstein | D | Sponsor |

Related Bills

- S05879 (NY)
- S02390 (NY)
- A00488 (NY)

Official Source

https://assembly.state.ny.us/leg/?default_fld=&bn;=A10794&term;=2017&Summary;=Y&Actions;=Y&Text;=Y&Committee;%26nbspVotes=Y&Floor;%26nbspVotes=Y

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