

A10794 • New York

Establishes the hospice and palliative care workgroup

In Committee

Risk: Medium

Narrow/Targeted

Last Action (Apr 01, 2026): REFERRED TO HEALTH

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

General

Topics

AI Privacy

Bill Sponsors

Name	Party	Role
Jake Ryan Blumencranz		Primary

Related Bills

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

Official Source

<https://nyassembly.gov/leg/?bn=A10794&term;=2025>

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