

STATE OF NEW YORK

6885

2021-2022 Regular Sessions

IN SENATE

May 20, 2021

Introduced by Sen. THOMAS -- (at request of the Department of State) --
read twice and ordered printed, and when printed to be committed to
the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to strengthening
consumer consent rules that apply to live and robocall telemarketing
calls

The People of the State of New York, represented in Senate and Assem-
bly, do enact as follows:

1 Section 1. Section 399-z of the general business law, as amended by
2 chapter 369 of the laws of 2012, paragraph k of subdivision 1 as amended
3 and paragraphs l and m of subdivision 1 as added by chapter 484 of the
4 laws of 2016, subdivision 2 as amended by chapter 239 of the laws of
5 2017, subdivision 2-a as amended by chapter 18 of the laws of 2017,
6 subdivision 5-a as added by chapter 680 of the laws of 2019, subdivi-
7 sions 9, 11, 12, 13, 14, 15, 16 and 17 as amended and subdivision 10 as
8 added by chapter 572 of the laws of 2019, is amended to read as follows:
9 § 399-z. [~~Telemarketing; establishment of no telemarketing sales calls~~
10 ~~statewide registry; authorization of the transfer of telephone numbers~~
11 ~~on the no telemarketing sales calls statewide registry to the national~~
12 ~~"do-not-call" registry]~~ Telemarketing sales calls mandates, prohibi-
13 tions, and "do-not-call" registry. 1. As used in this section, the
14 following terms shall have the following meanings:
15 a. "Department" shall mean the department of state.
16 b. "Secretary" shall mean the secretary of state.
17 c. "Customer" means any natural person who is a resident of this state
18 and who is or may be required to pay for or to exchange consideration
19 for goods and services offered through telemarketing[~~†~~].
20 d. "Doing business in this state" means conducting telephonic sales
21 calls: (i) from a location in this state; or (ii) from a location
22 outside of this state to consumers residing in this state[~~†~~].

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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1 e. "Goods and services" means any goods and services, and shall
2 include any real property or any tangible personal property or services
3 of any kind[+].

4 f. "Negative option feature" means, in an offer or agreement to sell
5 or provide any goods or services, a provision under which the customer's
6 silence or failure to take an affirmative action to reject such goods or
7 services or to cancel the agreement is interpreted by the seller as
8 acceptance of the offer.

9 g. "Person" means any natural person, association, partnership, firm,
10 corporation and its affiliates or subsidiaries or other business enti-
11 ty[+].

12 h. "Telemarketer" means any person who, for financial profit or
13 commercial purposes in connection with telemarketing, (i) makes telemar-
14 keting sales calls or electronic messaging texts to a customer when the
15 customer is in this state [~~or any person who~~], (ii) directly controls or
16 supervises the conduct of a telemarketer, or (iii) intentionally aids a
17 telemarketer to engage in telemarketing. For the purposes of this
18 section, "commercial purposes" shall mean the sale or offer for sale of
19 goods or services[+].

20 i. "Telemarketing" means any plan, program or campaign that is
21 conducted to induce payment or the exchange of any other consideration
22 for any goods or services that involves one or more [~~than one~~] telephone
23 [~~call~~] calls or electronic messaging texts by a telemarketer in which
24 the customer is located within the state at the time of the call. Tele-
25 marketing also includes the acceptance or collection of information
26 obtained from telephone calls or electronic messaging texts with the
27 intent of providing it to a third party who accepts or collects the
28 information to engage in telemarketing. Telemarketing does not include
29 the solicitation of sales through media other than by telephone calls or
30 electronic messaging text and does not include calls or electronic
31 messaging texts intended to implement or complete a transaction to which
32 the customer has previously consented[+].

33 j. "Telemarketing sales call" means a telephone call or electronic
34 messaging text, made directly or indirectly by a telemarketer or by any
35 outbound telephone calling technology that delivers a prerecorded
36 message to a customer or to a customer's voicemail or answering machine
37 service, in which such telephone call or electronic messaging text is
38 for the purpose of inducing payment or the exchange of any other consid-
39 eration for any goods or services[+].

40 k. "Unsolicited telemarketing sales call" means any telemarketing
41 sales call other than a call made:

42 (i) in response to an express written or verbal request by the custom-
43 er; or

44 (ii) in connection with an established business relationship, which
45 has not been terminated by either party, unless such customer has stated
46 to the telemarketer that such customer no longer wishes to receive the
47 telemarketing sales calls of such telemarketer[+].

48 l. "Caller identification information" means information provided by a
49 caller identification service regarding the telephone number and name of
50 the person calling[~~+~~and].

51 m. "Caller identification service" means a service that allows a tele-
52 phone subscriber to have the telephone number, and, where available,
53 name of the calling party transmitted contemporaneously with the tele-
54 phone call, and that is displayed on a device in or connected to the
55 subscriber's telephone.

1 n. "Electronic messaging text" means real-time or near real-time non-
2 voice messages in text form sent over communications networks, and
3 includes the transmission of writing, signs, signals, pictures, and
4 sounds of all kinds by aid of wire, cable or other like connection
5 between the points of origin and reception of such transmission.

6 o. "Entity specific do-not-call list" means the list of telephone
7 numbers provided directly to the telemarketer by the owners of the tele-
8 phone numbers for the purpose of being removed from any future telemar-
9 keting calls.

10 2. No telemarketer or seller shall engage in telemarketing at any time
11 other than between 8:00 A.M. and 9:00 P.M. at the location of the
12 customer unless the customer has given his or her express consent to the
13 call at a different time. Telemarketers shall provide, in a clear and
14 coherent manner using words with common and everyday meanings, at the
15 beginning of each telemarketing sales call all of the following informa-
16 tion:

17 a. the telemarketer's name and the person on whose behalf the solici-
18 tation is being made, if other than the telemarketer;

19 b. the purpose of the telephone call;

20 c. the identity of the goods or services for which a fee will be
21 charged; and

22 d. whether the call is being recorded.

23 2-a. It shall be unlawful for any telemarketer or seller to knowingly
24 cause any voice service providing caller identification service to tran-
25 smit misleading, inaccurate, or false caller identification information,
26 provided that it shall not be a violation to substitute (for the name
27 and phone number used in, or billed for, making the call) the name or
28 telephone number of the person or seller on behalf of which a telemar-
29 keting call is placed.

30 3. Prior to the purchase of any good or service, telemarketers shall
31 disclose to the customer the cost of the goods or services that are the
32 subject of the call and if the offer includes a negative option feature,
33 all material terms and conditions of the negative option feature,
34 including, but not limited to the fact that the customer's account will
35 be charged unless the customer takes an affirmative action to avoid the
36 charges, the dates the charges will be submitted for payment, and the
37 specific steps the customer must take to avoid the charge.

38 4. a. The department is authorized to establish, manage, and maintain
39 a no telemarketing sales calls statewide registry which shall contain a
40 list of customers who do not wish to receive unsolicited telemarketing
41 sales calls. The department may contract with a private vendor to estab-
42 lish, manage and maintain such registry, provided the private vendor has
43 maintained national no telemarketing sales calls registries for more
44 than two years, and the contract requires the vendor to provide the no
45 telemarketing sales calls registry in a printed hard copy format and in
46 any other format as prescribed by the department.

47 b. The department is authorized to have the national "do-not-call"
48 registry established, managed and maintained by the federal trade
49 commission pursuant to 15 U.S.C. 6151, and referenced by 16 C.F.R.
50 Section 310.4 (b) (1) (iii) (B), to serve as the New York state no tele-
51 marketing sales calls statewide registry provided for by this section.
52 The department is further authorized to take whatever administrative
53 actions may be necessary or appropriate for such transition including,
54 but not limited to, providing the telephone numbers of New York custom-
55 ers registered on the no telemarketing sales calls statewide registry to

1 the federal trade commission, for inclusion on the national "do-not-call" registry.

3 5. No telemarketer or seller may make or cause to be made any unsolicited telemarketing sales call to any customer when that customer's telephone number has been on the national "do-not-call" registry, established by the federal trade commission, for a period of thirty-one days prior to the date the call is made, pursuant to 16 C.F.R. Section 310.4(b)(1)(iii)(B).

9 5-a. It shall be unlawful for any telemarketer doing business in this state to knowingly make an unsolicited telemarketing sales call to any person in a county, city, town or village under a declared state of emergency or disaster emergency as described in sections twenty-four or twenty-eight of the executive law.

14 6. No telemarketer or seller shall initiate any telemarketing sales call by means of a technology that delivers a pre-recorded message, unless the telemarketer or seller has obtained from the customer an express agreement, in writing. No such agreement shall authorize any telemarketing sales calls more than thirty days after execution of the agreement, and the agreement must provide that:

20 a. the telemarketer or seller obtained only after a clear and conspicuous disclosure, using plain language and printed in no less than twelve-point type, that the purpose of the agreement is to authorize the seller to make telemarketing sales calls to such customer;

24 b. the telemarketer or seller obtained without requiring, directly or indirectly, that the agreement be executed as a condition of purchasing any good or service;

27 c. evidences the willingness of the customer to receive telemarketing sales calls by or made on behalf of a specific seller; ~~and,~~

29 d. includes such customer's telephone number and signature~~[-]~~;

30 e. is displayed before any mechanism offered to the customer to verify or acknowledge consent; and

32 f. contains the following language:

33 (i) "This express agreement applies only between the customer and the specific entity offering the agreement, and any named partner or affiliate entity."

36 (ii) "By clicking or otherwise acknowledging agreement, I understand that I consent to and may receive telemarketing sales calls even if I have previously entered my number on the national "do-not-call" registry maintained by the federal trade commission."

40 6-a. No telemarketer or seller may initiate any telephone call using an automatic telephone dialing system or an artificial or pre-recorded voice, without prior express and verifiable consent from the owner of the telephone number receiving the call.

44 7. In the case of any telemarketing sales call delivered by means of a technology that delivers a pre-recorded message that could be received by a customer who can use an automated interactive voice and/or keypress activated opt-out mechanism to assert a do-not-call request, such call shall include a mechanism that allows the customer to automatically add the number called to the seller's entity specific do-not-call list, and which mechanism, once invoked, immediately ends the call.

51 8. In the case of any telemarketing sales call delivered by means of a technology that delivers a pre-recorded message that could be answered by an answering machine or voicemail service, that the call include a toll-free number that must connect the customer directly to an automated interactive voice or keypress activated opt-out mechanism that allows the consumer to automatically add the number called to the seller's

1 entity specific do-not-call list, and which mechanism, once invoked,
2 immediately ends the call.

3 9. In the case of any telemarketing sales call made by a natural
4 person, the telemarketer or seller shall inform the customer that he or
5 she may request that his or her telephone number be added to the sell-
6 er's entity specific do-not-call list. If the customer opts to do so,
7 the telemarketer or seller shall immediately end the call and shall add
8 the number called to such list or cause the number called to be added to
9 such list.

10 10. No telemarketer or seller shall transmit, share, or otherwise make
11 available any customer's contact information, including name, telephone
12 number, or email address, which has been provided to such telemarketer
13 or seller by such customer, to any person, corporation, or other entity
14 without the express agreement of the consumer in writing or in electron-
15 ic format, unless otherwise required by law, or pursuant to a lawful
16 subpoena or court order. No such agreement shall authorize a telemarket-
17 er or seller to transmit, share, or otherwise make available such
18 consumer's contact information for more than thirty days after execution
19 of the agreement.

20 11. Telemarketers and sellers shall keep for a period of twenty-four
21 months from the date the record is created records relating to its tele-
22 marketing activities.

23 12. a. The department shall provide notice to customers of the estab-
24 lishment of the national "do-not-call" registry. Any customer who wishes
25 to be included on such registry shall notify the federal trade commis-
26 sion as directed by relevant federal regulations.

27 b. Any company that provides local telephone directories to customers
28 in this state shall inform its customers of the provisions of this
29 section by means of publishing a notice in such local telephone directo-
30 ries.

31 13. When the department has reason to believe a [~~telemarketer~~] person
32 has engaged in repeated unlawful acts in violation of this section, or
33 when a notice of hearing has been issued pursuant to subdivision four-
34 teen of this section, the department may request in writing the
35 production of relevant documents and records as part of its investi-
36 gation. If the person upon whom such request was made fails to produce
37 the documents or records within [~~thirty~~] fourteen days after the date of
38 the request, the department may issue and serve subpoenas to compel the
39 production of such documents and records. If any person shall refuse to
40 comply with a subpoena issued under this section, the department may
41 petition a court of competent jurisdiction to enforce the subpoena, and
42 to request a civil penalty not to exceed one thousand dollars per day,
43 actual damages sustained by reason of the failure to comply, and such
44 sanctions as the court may direct.

45 14. a. Where it is determined after an opportunity for a hearing that
46 any person has violated one or more provisions of this section, the
47 secretary, or any person deputized or so designated by him or her may
48 assess a fine not to exceed [~~eleven~~] twenty-two thousand dollars for
49 each violation.

50 b. Any proceeding conducted pursuant to paragraph a of this subdivi-
51 sion shall be subject to the state administrative procedure act.

52 c. Nothing in this subdivision shall be construed to restrict any
53 right which any person may have under any other statute or at common
54 law.

55 15. [~~A person shall not be held liable for violating this section if:~~

~~a. the person has obtained a version of the "do not call" registry from the federal trade commission no more than thirty one days prior to the date any telemarketing call is made, pursuant to 16 C.F.R. Section 310.4(b)(1)(iii)(B), and the person can demonstrate that, as part of the person's routine business practice at the time of an alleged violation, it has established, implemented and updated written policies and procedures related to the requirements of this section prior to the date any telemarketing call is made;~~

~~b. the person has trained his or her personnel in the requirements of this section; and~~

~~c. the person maintains and can produce records demonstrating compliance with paragraphs a and b of this subdivision and the requirements of this section.~~

~~16.]~~ The department shall prescribe rules and regulations to administer this section.

[~~17.~~ 16. Severability. If any clause, sentence, paragraph or part of this section shall be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair or invalidate the remainder thereof, but shall be confined in its operation to the clause, sentence, paragraph or part thereof directly involved in the controversy in which such judgment shall have been rendered.

§ 2. This act shall take effect immediately.