

# STATE OF NEW YORK

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10314

## IN ASSEMBLY

February 20, 2026

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Introduced by M. of A. SANTABARBARA -- read once and referred to the  
Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to prohibiting  
certain marketing strategies that result in excess waste

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

- 1 Section 1. The general business law is amended by adding a new section  
2 396-bbb to read as follows:  
3 § 396-bbb. Certain wasteful marketing strategies prohibited. No person  
4 or entity shall use any marketing strategy intended to solicit a  
5 subscription to any commercial service by attaching any wasteful addi-  
6 tional materials, such as a card that mimics the appearance of a payment  
7 card, to a formal letter, if such formal letter contains information  
8 about the service being marketed and such additional materials do not  
9 provide any additional information about such service not already  
10 included in such formal letter.  
11 § 2. This act shall take effect immediately.

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

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