

# STATE OF NEW YORK

5419

2025-2026 Regular Sessions

## IN SENATE

February 21, 2025

Introduced by Sen. LANZA -- read twice and ordered printed, and when printed to be committed to the Committee on Internet and Technology

AN ACT to amend the general business law and the executive law, in relation to automated purchasing software

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

1 Section 1. The general business law is amended by adding a new section  
2 390-f to read as follows:

3 § 390-f. Automated purchasing software; prohibited. 1. For the  
4 purposes of this section, the following terms shall have the following  
5 meanings:

6 (a) "Automated purchasing software" shall mean any machine, device,  
7 computer program or computer software that, on its own or with human  
8 assistance, bypasses security measures or access control systems on a  
9 retail goods purchasing platform, or other controls or measures on a  
10 retail goods purchasing platform, that assist in implementing a limit on  
11 the number of any specific item of goods that can be purchased, to  
12 purchase any specific item of goods.

13 (b) "Retail goods purchasing platform" shall mean a retail goods  
14 purchasing website, application, phone system, or other technology plat-  
15 form used to sell goods.

16 2. (a) It shall be unlawful for any person, firm, corporation or other  
17 entity to utilize automated purchasing software to purchase goods.

18 (b) It shall be unlawful for any person, firm, corporation or other  
19 entity to knowingly resell or offer to resell any item of goods that  
20 such person, firm, corporation or other entity knows was obtained using  
21 automated purchasing software.

22 3. Any person, firm, corporation or other entity who knowingly  
23 utilizes automated purchasing software in order to purchase any item of  
24 goods shall be subject to a civil penalty in an amount of no less than  
25 five hundred dollars and no more than one thousand five hundred dollars

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

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1 for each such violation and shall forfeit all profits made from the sale  
2 of any such unlawfully obtained goods.

3 4. Any person, firm, corporation or other entity who intentionally  
4 maintains any interest in or maintains any control of the operation of  
5 automated purchasing software to purchase goods shall be subject to a  
6 civil penalty in an amount of no less than seven hundred fifty dollars  
7 and no more than one thousand five hundred dollars for each such  
8 violation and shall forfeit all profits made from the sale of any such  
9 unlawfully obtained goods.

10 5. Any person, firm, corporation or other entity who knowingly sells  
11 or offers to sell any item of goods that such person, firm, corporation  
12 or other entity knows was obtained using automated purchasing software  
13 shall be subject to a civil penalty in an amount of no less than five  
14 hundred dollars and no more than one thousand five hundred dollars for  
15 each such violation and shall forfeit all profits made from the sale of  
16 any such unlawfully obtained goods.

17 6. Any person who is subject to a civil penalty under this section and  
18 has been assessed a penalty under this section in the previous three  
19 years shall be guilty of a violation and may be fined no less than one  
20 thousand dollars and no more than five thousand dollars for each such  
21 violation and shall forfeit all profits from the sale of any such unlaw-  
22 fully obtained goods. In addition, a person convicted of a violation  
23 under this section may be required to forfeit any and all equipment used  
24 in the unlawful purchasing of goods.

25 7. The consumer protection division of the department of state shall  
26 receive, compile and forward to the attorney general complaints of  
27 violations of the provisions of this section.

28 8. The attorney general shall have jurisdiction to enforce the  
29 provisions of this section.

30 9. Any aggrieved party that has been injured by wrongful conduct  
31 prescribed by this section may bring an action to recover all actual  
32 damages suffered as a result of any of such wrongful conduct. The court  
33 in its discretion may award damages up to three times the amount of  
34 actual damages. The court may enjoin the respondent from any and all  
35 activity prohibited under this section. The court may also award reason-  
36 able attorney's fees and costs.

37 § 2. Subdivision 3 of section 94-a of the executive law is amended by  
38 adding a new paragraph 13-a to read as follows:

39 (13-a) receive, compile and forward to the attorney general complaints  
40 of violations of section three hundred ninety-f of the general business  
41 law prohibiting the use of automated purchasing software;

42 § 3. This act shall take effect on the ninetieth day after it shall  
43 have become a law.