

S T A T E O F N E W Y O R K

8566

2011-2012 Regular Sessions

I N A S S E M B L Y

August 31, 2011

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

AN ACT to amend the general business law, in relation to prohibiting
businesses from requiring consumers to provide personal identifying
information

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
2 390-d to read as follows:
3 S 390-D. CONSUMER PERSONAL IDENTIFYING INFORMATION. BUSINESSES SHALL
4 NOT REQUIRE CONSUMERS TO PROVIDE AN EMAIL ADDRESS, TELEPHONE NUMBER OR
5 OTHER PERSONAL IDENTIFYING INFORMATION WHICH IS NOT NECESSARY AND ESSEN-
6 TIAL TO PAY FOR PURCHASES FROM A BUSINESS; PROVIDED, HOWEVER, THAT SUCH
7 INFORMATION MAY BE REQUIRED FOR PURCHASES MADE ONLINE, OVER THE TELE-
8 PHONE OR WHERE THE CONSUMER IS NOT PHYSICALLY PRESENT AT THE STORE AT
9 THE TIME OF PURCHASE.
10 S 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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