

1787

2013-2014 Regular Sessions

I N   A S S E M B L Y

(PREFILED)

January 9, 2013

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Introduced by M. of A. MILLMAN, BRINDISI, RAIA, ROBERTS, BOYLAND --  
Multi-Sponsored by -- M. of A. ABBATE, ARROYO, DenDEKKER, MAGEE,  
ROBINSON -- read once and referred to the Committee on Aging

AN ACT to amend the general business law, in relation to requiring  
disclosures in advertisements using a senior specific designation

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     350-b-1 to read as follows:  
3     S 350-B-1. DISCLOSURES REQUIRED IN ADVERTISEMENTS USING A SENIOR  
4     SPECIFIC DESIGNATION. 1. FOR PURPOSES OF THIS SECTION, "SENIOR SPECIFIC  
5     DESIGNATION" SHALL MEAN A TITLE, PROFESSIONAL DESIGNATION, CREDENTIAL,  
6     CERTIFICATION, OR PROFESSIONAL DESCRIPTION THAT INDICATES THE PERSON HAS  
7     EXPERTISE OR TRAINING IN ISSUES SPECIFICALLY RELATED TO SENIORS IN THEIR  
8     FIELD AND HAS:  
9     (A) BEEN REGISTERED OR LICENSED BY A MUNICIPALITY; OR  
10    (B) RECEIVED PERMISSION TO USE SUCH TITLE, PROFESSIONAL DESIGNATION,  
11    OR PROFESSIONAL DESCRIPTION FROM AN INDEPENDENT OR INDUSTRY ORGANIZA-  
12    TION.  
13    2. (A) ANY PERSON OR BUSINESS WHO USES A SENIOR SPECIFIC DESIGNATION  
14    IN MAKING REPRESENTATIONS FOR THE PURPOSE OF INDUCING, OR WHICH ARE  
15    LIKELY TO INDUCE, DIRECTLY OR INDIRECTLY, THE PURCHASE OF THE INDIVID-  
16    UAL'S SERVICES SHALL CLEARLY AND PROMINENTLY DISCLOSE, IN ANY ADVERTISE-  
17    MENT AND IN WRITING TO ANY PROSPECTIVE CLIENT AT THE INITIAL MEETING OR  
18    CONSULTATION WITH SUCH PROSPECTIVE CLIENT, THE BASIS OR SOURCE OF SUCH  
19    SENIOR SPECIFIC DESIGNATION, INCLUDING WHETHER THE SENIOR SPECIFIC  
20    DESIGNATION WAS CREATED BY THE PERSON OR BUSINESS USING IT. FOR THE  
21    PURPOSES OF THIS SECTION, "CLEARLY AND PROMINENTLY" MEANS:  
22    (1) IN WRITTEN COMMUNICATIONS, INCLUDING PRINT AND THOSE MADE THROUGH  
23    AN ELECTRONIC MEDIUM (SUCH AS VIDEO AND INTERACTIVE MEDIA INCLUDING, BUT

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

LBD01916-01-3

1 NOT LIMITED TO, THE INTERNET, ONLINE SERVICES, AND ELECTRONIC MAIL), THE  
2 MESSAGE SHALL BE IN A TYPE SIZE SUFFICIENTLY NOTICEABLE FOR AN ORDINARY  
3 CONSUMER TO READ AND COMPREHEND IT, IN TYPE THAT CONTRASTS WITH THE  
4 BACKGROUND AGAINST WHICH IT APPEARS; AND

5 (2) IN ORAL COMMUNICATIONS, THE MESSAGE SHALL BE DELIVERED IN A VOLUME  
6 SUFFICIENT FOR AN ORDINARY CONSUMER TO HEAR IT AND COMPREHEND IT. SUCH  
7 MESSAGE SHALL BE IN UNDERSTANDABLE LANGUAGE AND SYNTAX REGARDLESS OF HOW  
8 THE MESSAGE IS DISSEMINATED.

9 (B) IF ANY COMMUNICATION IS PRESENTED SOLELY THROUGH ORAL, WRITTEN, OR  
10 VISUAL MEANS, THE MESSAGE DISSEMINATED PURSUANT TO PARAGRAPH (A) OF THIS  
11 SUBDIVISION SHALL BE MADE THROUGH THE SAME MEANS.

12 (C) NO PERSON OR BUSINESS SHALL MAKE ANY COMMUNICATION THAT MITIGATES  
13 ANY MESSAGE DISSEMINATED PURSUANT TO PARAGRAPH (A) OF THIS SUBDIVISION  
14 OR THAT IS CONTRARY TO OR INCONSISTENT WITH SUCH MESSAGE. THE REQUIRE-  
15 MENTS OF THIS SUBDIVISION SUPPLEMENT, AND SHALL NOT BE CONSTRUED TO  
16 LIMIT, THE OBLIGATIONS OF ANY PROFESSIONAL REGISTERED OR LICENSED PURSU-  
17 ANT TO ANY OTHER SECTION OF LAW AND REGULATIONS THEREUNDER, NOR SHALL  
18 THEY BE CONSTRUED TO AUTHORIZE THE PRACTICE OF ANY LICENSED PROFESSION  
19 NOR THE OFFER OF PROFESSIONAL SERVICES BY ANY UNLICENSED PERSON.

20 3. IN ADDITION TO ANY CIVIL PENALTY AVAILABLE UNDER SECTION THREE  
21 HUNDRED FIFTY-D OF THIS ARTICLE, WHENEVER THERE SHALL BE AN ACTUAL  
22 VIOLATION OF THIS SECTION, AN APPLICATION MAY BE MADE TO A COURT OR  
23 JUSTICE HAVING JURISDICTION TO ISSUE AN INJUNCTION, UPON NOTICE TO THE  
24 DEFENDANT OF NOT LESS THAN FIVE DAYS, TO ENJOIN AND RESTRAIN SUCH ACTUAL  
25 OR THREATENED VIOLATION. IF IT SHALL APPEAR TO THE SATISFACTION OF THE  
26 COURT OR JUSTICE THAT THE DEFENDANT IS IN FACT ASSUMING, ADOPTING OR  
27 USING SUCH SENIOR SPECIFIC DESIGNATION OR IS ABOUT TO ASSUME, ADOPT OR  
28 USE SUCH SENIOR SPECIFIC DESIGNATION AND THAT THE ASSUMPTION, ADOPTION  
29 OR USE OF SUCH SENIOR SPECIFIC DESIGNATION MAY DECEIVE OR MISLEAD THE  
30 PUBLIC, AN INJUNCTION MAY BE ISSUED BY SAID COURT OR JUSTICE ENJOINING  
31 AND RESTRAINING SUCH ACTUAL VIOLATION WITHOUT REQUIRING PROOF THAT ANY  
32 PERSON HAS IN FACT BEEN DECEIVED OR MISLED THEREBY.

33 S 2. This act shall take effect immediately.