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

8304--A

2013-2014 Regular Sessions

I N A S S E M B L Y

December 6, 2013

Introduced by M. of A. GUNTHER, GOTTFRIED, COLTON, CROUCH, MARKEY, JAFFEE, MAGNARELLI, RUSSELL -- Multi-Sponsored by -- M. of A. BARCLAY, LUPARDO, SWEENEY, TITONE -- read once and referred to the Committee on Education -- recommitted to the Committee on Education in accordance with Assembly Rule 3, sec. 2 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the education law, in relation to prohibiting advertising on certain educational electronic portals

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. The education law is amended by adding a new section 141 to read as follows:

S 141. PROHIBITION ON ADVERTISING ON CERTAIN EDUCATIONAL ELECTRONIC PORTALS. THE SALE OR DISPLAY OF ANY ADVERTISEMENT, PROMOTION, OR ANY OTHER MEANS OF COMMUNICATION WHICH IS LIKELY OR INTENDED TO INDUCE, EITHER DIRECTLY OR INDIRECTLY, THE PURCHASE OF ANY PRODUCT OR SERVICE, ON AN ELECTRONIC PLATFORM, ALSO KNOWN AS A "DASHBOARD," OR ANY OTHER DEVICE OR PROGRAM THAT CONTAINS STUDENT INFORMATION OR DATA AND THAT IS ACCESSIBLE TO STUDENTS, PUBLIC OR PRIVATE SCHOOL STAFF, PUBLIC OR PRIVATE SCHOOL ADMINISTRATORS, PARENTS, GUARDIANS, OR ANY INDIVIDUAL INVOLVED IN THE EDUCATION OF A CHILD, IS PROHIBITED.

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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