

LBD01511-02-5

1 B. THE DESCRIPTION OF THE CANCELLATION POLICY THAT APPLIES TO THE  
2 OFFER;

3 C. THE RECURRING CHARGES THAT WILL BE CHARGED TO THE CONSUMER'S CREDIT  
4 OR DEBIT CARD OR PAYMENT ACCOUNT WITH A THIRD PARTY AS PART OF THE AUTO-  
5 MATIC RENEWAL PLAN OR ARRANGEMENT, AND THAT THE AMOUNT OF THE CHARGE MAY  
6 CHANGE, IF THAT IS THE CASE, AND THE AMOUNT TO WHICH THE CHARGE WILL  
7 CHANGE, IF KNOWN;

8 D. THE LENGTH OF THE AUTOMATIC RENEWAL TERM OR THAT THE SERVICE IS  
9 CONTINUOUS, UNLESS THE LENGTH OF THE TERM IS CHOSEN BY THE CONSUMER; AND

10 E. THE MINIMUM PURCHASE OBLIGATION, IF ANY.

11 3. "CONSUMER" MEANS ANY INDIVIDUAL WHO SEEKS OR ACQUIRES, BY PURCHASE  
12 OR LEASE, ANY GOODS, SERVICES, MONEY, OR CREDIT FOR PERSONAL, FAMILY, OR  
13 HOUSEHOLD PURPOSES.

14 4. "CONTINUOUS SERVICE" MEANS A PLAN OR ARRANGEMENT IN WHICH A  
15 SUBSCRIPTION OR PURCHASING AGREEMENT CONTINUES UNTIL THE CONSUMER  
16 CANCELS THE SERVICE.

17 S 527-A. UNLAWFUL PRACTICES. 1. IT SHALL BE UNLAWFUL FOR ANY BUSINESS  
18 MAKING AN AUTOMATIC RENEWAL OR CONTINUOUS SERVICE OFFER TO A CONSUMER IN  
19 THIS STATE TO DO ANY OF THE FOLLOWING:

20 A. FAIL TO PRESENT THE AUTOMATIC RENEWAL OFFER TERMS OR CONTINUOUS  
21 SERVICE OFFER TERMS IN A CLEAR AND CONSPICUOUS MANNER BEFORE THE  
22 SUBSCRIPTION OR PURCHASING AGREEMENT IS FULFILLED AND IN VISUAL PROXIMI-  
23 TY, OR IN THE CASE OF AN OFFER CONVEYED BY VOICE, IN TEMPORAL PROXIMITY,  
24 TO THE REQUEST FOR CONSENT TO THE OFFER;

25 B. CHARGE THE CONSUMER'S CREDIT OR DEBIT CARD OR THE CONSUMER'S  
26 ACCOUNT WITH A THIRD PARTY FOR AN AUTOMATIC RENEWAL OR CONTINUOUS  
27 SERVICE WITHOUT FIRST OBTAINING THE CONSUMER'S AFFIRMATIVE CONSENT TO  
28 THE AGREEMENT CONTAINING THE AUTOMATIC RENEWAL OFFER TERMS OR CONTINUOUS  
29 SERVICE OFFER TERMS; OR

30 C. FAIL TO PROVIDE AN ACKNOWLEDGMENT THAT INCLUDES THE AUTOMATIC  
31 RENEWAL OR CONTINUOUS SERVICE OFFER TERMS, CANCELLATION POLICY, AND  
32 INFORMATION REGARDING HOW TO CANCEL IN A MANNER THAT IS CAPABLE OF BEING  
33 RETAINED BY THE CONSUMER. IF THE OFFER INCLUDES A FREE TRIAL, THE BUSI-  
34 NESS SHALL ALSO DISCLOSE IN THE ACKNOWLEDGMENT HOW TO CANCEL AND ALLOW  
35 THE CONSUMER TO CANCEL BEFORE THE CONSUMER PAYS FOR THE GOODS OR  
36 SERVICES.

37 2. A BUSINESS MAKING AUTOMATIC RENEWAL OR CONTINUOUS SERVICE OFFERS  
38 SHALL PROVIDE A TOLL-FREE TELEPHONE NUMBER, ELECTRONIC MAIL ADDRESS, A  
39 POSTAL ADDRESS ONLY WHEN THE SELLER DIRECTLY BILLS THE CONSUMER, OR  
40 ANOTHER COST-EFFECTIVE, TIMELY, AND EASY-TO-USE MECHANISM FOR CANCELLA-  
41 TION THAT SHALL BE DESCRIBED IN THE ACKNOWLEDGMENT SPECIFIED IN PARA-  
42 GRAPH C OF SUBDIVISION ONE OF THIS SECTION.

43 3. IN THE CASE OF A MATERIAL CHANGE IN THE TERMS OF THE AUTOMATIC  
44 RENEWAL OR CONTINUOUS SERVICE OFFER THAT HAS BEEN ACCEPTED BY A CONSUMER  
45 IN THIS STATE, THE BUSINESS SHALL PROVIDE THE CONSUMER WITH A CLEAR AND  
46 CONSPICUOUS NOTICE OF THE MATERIAL CHANGE AND PROVIDE INFORMATION  
47 REGARDING HOW TO CANCEL IN A MANNER THAT IS CAPABLE OF BEING RETAINED BY  
48 THE CONSUMER.

49 4. THE REQUIREMENTS OF THIS ARTICLE SHALL APPLY ONLY PRIOR TO THE  
50 COMPLETION OF THE INITIAL ORDER FOR THE AUTOMATIC RENEWAL OR CONTINUOUS  
51 SERVICE, EXCEPT AS FOLLOWS:

52 A. THE REQUIREMENT IN PARAGRAPH C OF SUBDIVISION ONE OF THIS SECTION  
53 MAY BE FULFILLED AFTER COMPLETION OF THE INITIAL ORDER.

54 B. THE REQUIREMENT IN SUBDIVISION THREE OF THIS SECTION SHALL BE  
55 FULFILLED PRIOR TO IMPLEMENTATION OF THE MATERIAL CHANGE.

1 5. IN ANY CASE IN WHICH A BUSINESS SENDS ANY GOODS, WARES, MERCHAN-  
2 DISE, OR PRODUCTS TO A CONSUMER, UNDER A CONTINUOUS SERVICE AGREEMENT OR  
3 AUTOMATIC RENEWAL OF A PURCHASE, WITHOUT FIRST OBTAINING THE CONSUMER'S  
4 AFFIRMATIVE CONSENT, THE GOODS, WARES, MERCHANDISE, OR PRODUCTS SHALL  
5 FOR ALL PURPOSES BE DEEMED AN UNCONDITIONAL GIFT TO THE CONSUMER, WHO  
6 MAY USE OR DISPOSE OF THE SAME IN ANY MANNER HE OR SHE SEES FIT WITHOUT  
7 ANY OBLIGATION WHATSOEVER ON THE CONSUMER'S PART TO THE BUSINESS,  
8 INCLUDING, BUT NOT LIMITED TO, BEARING THE COST OF, OR RESPONSIBILITY  
9 FOR, SHIPPING ANY GOODS, WARES, MERCHANDISE, OR PRODUCTS TO THE BUSI-  
10 NESS.

11 6. WHENEVER THERE SHALL BE A VIOLATION OF THIS SECTION, AN APPLICATION  
12 MAY BE MADE BY THE ATTORNEY GENERAL IN THE NAME OF THE PEOPLE OF THE  
13 STATE OF NEW YORK TO A COURT OR JUSTICE HAVING JURISDICTION TO ISSUE AN  
14 INJUNCTION, AND UPON NOTICE TO THE DEFENDANT OF NOT LESS THAN FIVE DAYS,  
15 TO ENJOIN AND RESTRAIN THE CONTINUANCE OF SUCH VIOLATIONS; AND IF IT  
16 SHALL APPEAR TO THE SATISFACTION OF THE COURT OR JUSTICE THAT THE  
17 DEFENDANT HAS IN FACT, VIOLATED THIS SECTION, AN INJUNCTION MAY BE  
18 ISSUED BY SUCH COURT OR JUSTICE, ENJOINING AND RESTRAINING ANY FURTHER  
19 VIOLATION, WITHOUT REQUIRING PROOF THAT ANY PERSON HAS, IN FACT, BEEN  
20 INJURED OR DAMAGED THEREBY. IN ANY SUCH PROCEEDING THE COURT MAY MAKE  
21 ALLOWANCES TO THE ATTORNEY GENERAL AS PROVIDED IN SECTION EIGHTY-THREE  
22 HUNDRED THREE OF THE CIVIL PRACTICE LAW AND RULES, AND DIRECT RESTITU-  
23 TION. IN CONNECTION WITH ANY SUCH PROPOSED APPLICATION, THE ATTORNEY  
24 GENERAL IS AUTHORIZED TO TAKE PROOF AND MAKE A DETERMINATION OF THE  
25 RELEVANT FACTS AND TO ISSUE SUBPOENAS IN ACCORDANCE WITH THE CIVIL PRAC-  
26 TICE LAW AND RULES. WHENEVER THE COURT SHALL DETERMINE THAT A VIOLATION  
27 OF THIS SECTION HAS OCCURRED, THE COURT MAY IMPOSE A CIVIL PENALTY OF  
28 NOT MORE THAN ONE HUNDRED DOLLARS FOR A SINGLE VIOLATION AND NOT MORE  
29 THAN FIVE HUNDRED DOLLARS FOR MULTIPLE VIOLATIONS RESULTING FROM A  
30 SINGLE ACT OR INCIDENT. A KNOWING VIOLATION OF THIS SECTION SHALL BE  
31 PUNISHABLE BY A CIVIL PENALTY OF NOT MORE THAN FIVE HUNDRED DOLLARS FOR  
32 A SINGLE VIOLATION AND NOT MORE THAN ONE THOUSAND DOLLARS FOR MULTIPLE  
33 VIOLATIONS RESULTING FROM A SINGLE ACT OR INCIDENT. NO BUSINESS SHALL BE  
34 DEEMED TO HAVE VIOLATED THE PROVISIONS OF THIS SECTION IF SUCH BUSINESS  
35 SHOWS, BY A PREPONDERANCE OF THE EVIDENCE, THAT THE VIOLATION WAS NOT  
36 INTENTIONAL AND RESULTED FROM A BONA FIDE ERROR MADE NOTWITHSTANDING THE  
37 MAINTENANCE OF PROCEDURES REASONABLY ADOPTED TO AVOID SUCH ERROR.

38 7. THE FOLLOWING ARE EXEMPT FROM THE REQUIREMENTS OF THIS ARTICLE:

39 A. ANY SERVICE PROVIDED BY A BUSINESS OR ITS AFFILIATE WHERE EITHER  
40 THE BUSINESS OR ITS AFFILIATE IS DOING BUSINESS PURSUANT TO A FRANCHISE  
41 ISSUED BY A POLITICAL SUBDIVISION OF THE STATE;

42 B. ANY ENTITY REGULATED BY THE DEPARTMENT OF FINANCIAL SERVICES;

43 C. SECURITY SYSTEM ALARM OPERATORS;

44 D. BANKS, BANK HOLDING COMPANIES, OR THE SUBSIDIARY OR AFFILIATE OF  
45 EITHER, OR CREDIT UNIONS OR OTHER FINANCIAL INSTITUTIONS, LICENSED UNDER  
46 STATE OR FEDERAL LAW; AND

47 E. SERVICE CONTRACT SELLERS AND SERVICE CONTRACT ADMINISTRATORS.

48 S 3. This act shall take effect on the ninetieth day after it shall  
49 have become a law.