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I N   A S S E M B L Y

December 23, 2016

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Introduced by COMMITTEE ON RULES -- (at request of M. of A. Mayer) --  
read once and referred to the Committee on Codes

AN ACT to amend the general business law, in relation to requiring telemarketers to transmit to consumers the correct caller identification information

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

1     Section 1. Subdivision 2-a of section 399-z of the general business  
2     law, as added by a chapter of the laws of 2016 amending the general  
3     business law, relating to the transmission of caller identification to  
4     consumers, as proposed in legislative bills numbers S.6809-B and  
5     A.9457-A, is amended to read as follows:  
6     2-a. It shall be unlawful for any telemarketer or seller to KNOWINGLY  
7     cause any caller identification service to [knowingly] transmit misleading,  
8     inaccurate, or false caller identification information, provided  
9     that it shall not be a violation to substitute (for the name and phone  
10    number used in, or billed for, making the call) the name or telephone  
11    number of the person or seller on behalf of which a telemarketing call  
12    is placed.  
13    S 2. Subdivision 7-a of section 399-pp of the general business law, as  
14    added by a chapter of the laws of 2016 amending the general business  
15    law, relating to the transmission of caller identification to consumers,  
16    as proposed in legislative bills numbers S.6809-B and A.9457-A is  
17    amended to read as follows:  
18    7-a. Unlawful transmission of certain caller identification information.  
19    It shall be unlawful for any telemarketer or seller to KNOWINGLY  
20    cause any caller identification service to [knowingly] transmit misleading,  
21    inaccurate, or false caller identification information, provided  
22    that it shall not be a violation to substitute (for the name and phone  
23    number used in, or billed for, making the call) the name or telephone  
24    number of the person or seller on behalf of which a telemarketing call  
25    is placed.  
26    S 3. This act shall take effect on the same date and in the same  
27    manner as a chapter of the laws of 2016 amending the general business

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

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1 law, relating to the transmission of caller identification to consumers,  
2 as proposed in legislative bills numbers S.6809-B and A.9457-A, takes  
3 effect.