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I N S E N A T E

December 23, 2016

Introduced by Sen. VALESKY -- read twice and ordered printed, and when printed to be committed to the Committee on Rules

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 mislead-
8 ing, 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 informa-
19 tion. It shall be unlawful for any telemarketer or seller to KNOWINGLY
20 cause any caller identification service to [knowingly] transmit mislead-
21 ing, 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.