

# STATE OF NEW YORK

5635

2019-2020 Regular Sessions

## IN ASSEMBLY

February 14, 2019

Introduced by M. of A. DenDEKKER -- (at request of the Department of Law) -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law and the state technology law, in relation to notification of a security breach

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. This act shall be known and may be cited as the "Stop Hacks  
2 and Improve Electronic Data Security Act (SHIELD Act)".

3 § 2. The article heading of article 39-F of the general business law,  
4 as added by chapter 442 of the laws of 2005, is amended to read as  
5 follows:

6 NOTIFICATION OF UNAUTHORIZED ACQUISITION OF PRIVATE  
7 INFORMATION; DATA SECURITY PROTECTIONS

8 § 3. Subdivisions 1, 2, 3, 5, 6, 7 and 8 of section 899-aa of the  
9 general business law, subdivisions 1, 2, 3, 5, 6 and 7 as added by chap-  
10 ter 442 of the laws of 2005, paragraph (c) of subdivision 1, paragraph  
11 (a) of subdivision 6 and subdivision 8 as amended by chapter 491 of the  
12 laws of 2005 and paragraph (a) of subdivision 8 as amended by section 6  
13 of part N of chapter 55 of the laws of 2013, are amended to read as  
14 follows:

15 1. As used in this section, the following terms shall have the follow-  
16 ing meanings:

17 (a) "Personal information" shall mean any information concerning a  
18 natural person which, because of name, number, personal mark, or other  
19 identifier, can be used to identify such natural person;

20 (b) "Private information" shall mean either: (i) personal information  
21 consisting of any information in combination with any one or more of the  
22 following data elements, when either the data element or the combination  
23 of personal information [~~or~~] plus the data element is not encrypted, or

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

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1 is encrypted with an encryption key that has also been accessed or  
2 acquired:

3 (1) social security number;

4 (2) driver's license number or non-driver identification card number;  
5 [~~or~~]

6 (3) account number, credit or debit card number, in combination with  
7 any required security code, access code, [~~or~~] password or other informa-  
8 tion that would permit access to an individual's financial account;

9 (4) account number, credit or debit card number, if circumstances  
10 exist wherein such number could be used to access an individual's finan-  
11 cial account without additional identifying information, security code,  
12 access code, or password; or

13 (5) biometric information, meaning data generated by electronic meas-  
14 urements of an individual's unique physical characteristics, such as a  
15 fingerprint, voice print, retina or iris image, or other unique physical  
16 representation or digital representation of biometric data which are  
17 used to authenticate or ascertain the individual's identity;

18 (ii) a user name or e-mail address in combination with a password or  
19 security question and answer that would permit access to an online  
20 account; or

21 (iii) any unsecured protected health information held by a "covered  
22 entity" as defined in the health insurance portability and accountabil-  
23 ity act of 1996 (45 C.F.R. pts. 160, 162, 164), as amended from time to  
24 time.

25 "Private information" does not include publicly available information  
26 which is lawfully made available to the general public from federal,  
27 state, or local government records.

28 (c) "Breach of the security of the system" shall mean unauthorized  
29 access to or acquisition of, or access to or acquisition without valid  
30 authorization, of computerized data that compromises the security,  
31 confidentiality, or integrity of [~~personal~~] private information main-  
32 tained by a business. Good faith access to, or acquisition of  
33 [~~personal~~], private information by an employee or agent of the business  
34 for the purposes of the business is not a breach of the security of the  
35 system, provided that the private information is not used or subject to  
36 unauthorized disclosure.

37 In determining whether information has been accessed, or is reasonably  
38 believed to have been accessed, by an unauthorized person or a person  
39 without valid authorization, such business may consider, among other  
40 factors, indications that the information was viewed, communicated with,  
41 used, or altered by a person without valid authorization or by an unau-  
42 thorized person.

43 In determining whether information has been acquired, or is reasonably  
44 believed to have been acquired, by an unauthorized person or a person  
45 without valid authorization, such business may consider the following  
46 factors, among others:

47 (1) indications that the information is in the physical possession and  
48 control of an unauthorized person, such as a lost or stolen computer or  
49 other device containing information; or

50 (2) indications that the information has been downloaded or copied; or

51 (3) indications that the information was used by an unauthorized  
52 person, such as fraudulent accounts opened or instances of identity  
53 theft reported.

54 (d) "Consumer reporting agency" shall mean any person which, for mone-  
55 tary fees, dues, or on a cooperative nonprofit basis, regularly engages  
56 in whole or in part in the practice of assembling or evaluating consumer

1 credit information or other information on consumers for the purpose of  
2 furnishing consumer reports to third parties, and which uses any means  
3 or facility of interstate commerce for the purpose of preparing or  
4 furnishing consumer reports. A list of consumer reporting agencies shall  
5 be compiled by the state attorney general and furnished upon request to  
6 any person or business required to make a notification under subdivision  
7 two of this section.

8 2. Any person or business which [~~conducts business in New York state,~~  
9 ~~and which~~] owns or licenses computerized data which includes private  
10 information shall disclose any breach of the security of the system  
11 following discovery or notification of the breach in the security of the  
12 system to any resident of New York state whose private information was,  
13 or is reasonably believed to have been, accessed or acquired by a person  
14 without valid authorization. The disclosure shall be made in the most  
15 expedient time possible and without unreasonable delay, consistent with  
16 the legitimate needs of law enforcement, as provided in subdivision four  
17 of this section, or any measures necessary to determine the scope of the  
18 breach and restore the [~~reasonable~~] integrity of the system.

19 (a) Notice to affected persons under this section is not required if  
20 the exposure of private information was an inadvertent disclosure by  
21 persons authorized to access private information, and the person or  
22 business reasonably determines such exposure will not likely result in  
23 misuse of such information, or financial or emotional harm to the  
24 affected persons. Such a determination must be documented in writing and  
25 maintained for at least five years. The person or business shall provide  
26 the written determination to the state attorney general within ten days  
27 after the determination.

28 (b) If notice of the breach of the security of the system is made to  
29 affected persons pursuant to the breach notification requirements under  
30 any of the following laws, nothing in this section shall require any  
31 additional notice to those affected persons, but notice still shall be  
32 provided to the state attorney general, the department of state and the  
33 office of information technology services pursuant to paragraph (a) of  
34 subdivision eight of this section and to consumer reporting agencies  
35 pursuant to paragraph (b) of subdivision eight of this section:

36 (i) regulations promulgated pursuant to Title V of the federal Gramm-  
37 Leach-Bliley Act (15 U.S.C. 6801 to 6809), as amended from time to time;

38 (ii) regulations implementing the Health Insurance Portability and  
39 Accountability Act of 1996 (45 C.F.R. parts 160 and 164), as amended  
40 from time to time, and the Health Information Technology for Economic  
41 and Clinical Health Act, as amended from time to time;

42 (iii) part five hundred of title twenty-three of the official compila-  
43 tion of codes, rules and regulations of the state of New York, as  
44 amended from time to time; or

45 (iv) any other data security rules and regulations of, and the stat-  
46 utes administered by, any official department, division, commission or  
47 agency of the federal or New York state government as such rules, regu-  
48 lations or statutes are interpreted by such department, division,  
49 commission or agency or by the federal or New York state courts.

50 3. Any person or business which maintains computerized data which  
51 includes private information which such person or business does not own  
52 shall notify the owner or licensee of the information of any breach of  
53 the security of the system immediately following discovery, if the  
54 private information was, or is reasonably believed to have been,  
55 acquired by a person without valid authorization.

1 5. The notice required by this section shall be directly provided to  
2 the affected persons by one of the following methods:

3 (a) written notice;

4 (b) electronic notice, provided that the person to whom notice is  
5 required has expressly consented to receiving said notice in electronic  
6 form and a log of each such notification is kept by the person or busi-  
7 ness who notifies affected persons in such form; provided further,  
8 however, that in no case shall any person or business require a person  
9 to consent to accepting said notice in said form as a condition of  
10 establishing any business relationship or engaging in any transaction.

11 (c) telephone notification provided that a log of each such notifica-  
12 tion is kept by the person or business who notifies affected persons; or

13 (d) substitute notice, if a business demonstrates to the state attor-  
14 ney general that the cost of providing notice would exceed two hundred  
15 fifty thousand dollars, or that the affected class of subject persons to  
16 be notified exceeds five hundred thousand, or such business does not  
17 have sufficient contact information. Substitute notice shall consist of  
18 all of the following:

19 (1) e-mail notice when such business has an e-mail address for the  
20 subject persons, except if the breached information includes an e-mail  
21 address in combination with a password or security question and answer  
22 that would permit access to the online account, in which case the person  
23 or business shall instead provide clear and conspicuous notice delivered  
24 to the consumer online when the consumer is connected to the online  
25 account from an internet protocol address or from an online location  
26 which the person or business knows the consumer customarily uses to  
27 access the online account;

28 (2) conspicuous posting of the notice on such business's web site  
29 page, if such business maintains one; and

30 (3) notification to major statewide media.

31 6. (a) whenever the attorney general shall believe from evidence  
32 satisfactory to him or her that there is a violation of this article he  
33 or she may bring an action in the name and on behalf of the people of  
34 the state of New York, in a court of justice having jurisdiction to  
35 issue an injunction, to enjoin and restrain the continuation of such  
36 violation. In such action, preliminary relief may be granted under  
37 article sixty-three of the civil practice law and rules. In such action  
38 the court may award damages for actual costs or losses incurred by a  
39 person entitled to notice pursuant to this article, if notification was  
40 not provided to such person pursuant to this article, including conse-  
41 quential financial losses. Whenever the court shall determine in such  
42 action that a person or business violated this article knowingly or  
43 recklessly, the court may impose a civil penalty of the greater of five  
44 thousand dollars or up to [~~ten~~] twenty dollars per instance of failed  
45 notification, provided that the latter amount shall not exceed [~~one~~] two  
46 hundred fifty thousand dollars.

47 (b) the remedies provided by this section shall be in addition to any  
48 other lawful remedy available.

49 (c) no action may be brought under the provisions of this section  
50 unless such action is commenced within [~~two~~] three years [~~immediately~~]  
51 after either the date [~~of the act complained of or the date of discovery~~  
52 ~~of such act~~] on which the attorney general became aware of the  
53 violation, or the date of notice sent pursuant to paragraph (a) of  
54 subdivision eight of this section, whichever occurs first.

55 7. Regardless of the method by which notice is provided, such notice  
56 shall include contact information for the person or business making the

1 notification, the telephone numbers and websites of the relevant state  
2 and federal agencies that provide information regarding security breach  
3 response and identity theft prevention and protection information, and a  
4 description of the categories of information that were, or are reason-  
5 ably believed to have been, accessed or acquired by a person without  
6 valid authorization, including specification of which of the elements of  
7 personal information and private information were, or are reasonably  
8 believed to have been, so accessed or acquired.

9 8. (a) In the event that any New York residents are to be notified,  
10 the person or business shall notify the state attorney general, the  
11 department of state and the [~~division of state police~~] office of infor-  
12 mation technology services as to the timing, content and distribution of  
13 the notices and approximate number of affected persons and shall provide  
14 a copy of the template of the notice sent to affected persons. Such  
15 notice shall be made without delaying notice to affected New York resi-  
16 dents.

17 (b) In the event that more than five thousand New York residents are  
18 to be notified at one time, the person or business shall also notify  
19 consumer reporting agencies as to the timing, content and distribution  
20 of the notices and approximate number of affected persons. Such notice  
21 shall be made without delaying notice to affected New York residents.

22 § 4. The general business law is amended by adding a new section 899-  
23 bb to read as follows:

24 § 899-bb. Data security protections. 1. Definitions. (a) "Compliant  
25 regulated entity" shall mean any person or business that is subject to,  
26 and in compliance with, any of the following data security requirements:

27 (i) regulations promulgated pursuant to Title V of the federal Gramm-  
28 Leach-Bliley Act (15 U.S.C. 6801 to 6809), as amended from time to time;

29 (ii) regulations implementing the Health Insurance Portability and  
30 Accountability Act of 1996 (45 C.F.R. parts 160 and 164), as amended  
31 from time to time, and the Health Information Technology for Economic  
32 and Clinical Health Act, as amended from time to time;

33 (iii) part five hundred of title twenty-three of the official compila-  
34 tion of codes, rules and regulations of the state of New York, as  
35 amended from time to time; or

36 (iv) any other data security rules and regulations of, and the stat-  
37 utes administered by, any official department, division, commission or  
38 agency of the federal or New York state government as such rules, regu-  
39 lations or statutes are interpreted by such department, division,  
40 commission or agency or by the federal or New York state courts.

41 (b) "Private information" shall have the same meaning as defined in  
42 section eight hundred ninety-nine-aa of this article.

43 (c) "Small business" shall mean any person or business with (i) fewer  
44 than fifty employees; (ii) less than three million dollars in gross  
45 annual revenue in each of the last three fiscal years; or (iii) less  
46 than five million dollars in year-end total assets, calculated in  
47 accordance with generally accepted accounting principles.

48 2. Reasonable security requirement. (a) Any person or business that  
49 owns or licenses computerized data which includes private information of  
50 a resident of New York shall develop, implement and maintain reasonable  
51 safeguards to protect the security, confidentiality and integrity of the  
52 private information including, but not limited to, disposal of data.

53 (b) A person or business shall be deemed to be in compliance with  
54 paragraph (a) of this subdivision if it either:

55 (i) is a compliant regulated entity as defined in subdivision one of  
56 this section; or



1 (ii) implements a data security program that includes the following:  
2 (A) reasonable administrative safeguards such as the following, in  
3 which the person or business:

4 (1) designates one or more employees to coordinate the security  
5 program;

6 (2) identifies reasonably foreseeable internal and external risks;

7 (3) assesses the sufficiency of safeguards in place to control the  
8 identified risks;

9 (4) trains and manages employees in the security program practices and  
10 procedures;

11 (5) selects service providers capable of maintaining appropriate safe-  
12 guards, and requires those safeguards by contract; and

13 (6) adjusts the security program in light of business changes or new  
14 circumstances; and

15 (B) reasonable technical safeguards such as the following, in which  
16 the person or business:

17 (1) assesses risks in network and software design;

18 (2) assesses risks in information processing, transmission and stor-  
19 age;

20 (3) detects, prevents and responds to attacks or system failures; and

21 (4) regularly tests and monitors the effectiveness of key controls,  
22 systems and procedures; and

23 (C) reasonable physical safeguards such as the following, in which the  
24 person or business:

25 (1) assesses risks of information storage and disposal;

26 (2) detects, prevents and responds to intrusions;

27 (3) protects against unauthorized access to or use of private informa-  
28 tion during or after the collection, transportation and destruction or  
29 disposal of the information; and

30 (4) disposes of private information within a reasonable amount of time  
31 after it is no longer needed for business purposes by erasing electronic  
32 media so that the information cannot be read or reconstructed.

33 (c) A small business as defined in paragraph (c) of subdivision one of  
34 this section complies with subparagraph (ii) of paragraph (b) of subdivi-  
35 sion two of this section if the small business's security program  
36 contains reasonable administrative, technical and physical safeguards  
37 that are appropriate for the size and complexity of the small business,  
38 the nature and scope of the small business's activities, and the sensi-  
39 tivity of the personal information the small business collects from or  
40 about consumers.

41 (d) Any person or business that fails to comply with this subdivision  
42 shall be deemed to have violated section three hundred forty-nine of  
43 this chapter, and the attorney general may bring an action in the name  
44 and on behalf of the people of the state of New York to enjoin such  
45 violations and to obtain civil penalties under section three hundred  
46 fifty-d of this chapter.

47 (e) Nothing in this section shall create a private right of action.

48 § 5. Paragraph (a) of subdivision 1 and subdivisions 2, 3, 6, 7 and 8  
49 of section 208 of the state technology law, paragraph (a) of subdivision  
50 1 and subdivisions 3 and 8 as added by chapter 442 of the laws of 2005,  
51 subdivision 2 and paragraph (a) of subdivision 7 as amended by section 5  
52 of part N of chapter 55 of the laws of 2013 and subdivisions 6 and 7 as  
53 amended by chapter 491 of the laws of 2005, are amended to read as  
54 follows:

55 (a) "Private information" shall mean either: (i) personal information  
56 consisting of any information in combination with any one or more of the

1 following data elements, when either the data element or the combination  
2 of personal information [~~or~~] plus the data element is not encrypted or  
3 encrypted with an encryption key that has also been accessed or  
4 acquired:

5 (1) social security number;

6 (2) driver's license number or non-driver identification card number;  
7 [~~or~~]

8 (3) account number, or credit or debit card number, in combination  
9 with any required identifying information, security code, access code,  
10 or password which would permit access to an individual's financial  
11 account;

12 (4) account number, or credit or debit card number, if circumstances  
13 exist wherein such number could be used to access to an individual's  
14 financial account without additional identifying information, security  
15 code, access code, or password; or

16 (5) biometric information, meaning data generated by electronic meas-  
17 urements of an individual's unique physical characteristics, such as  
18 fingerprint, voice print, or retina or iris image, or other unique phys-  
19 ical representation or digital representation which are used to authen-  
20 ticate or ascertain the individual's identity;

21 (ii) a user name or e-mail address in combination with a password or  
22 security question and answer that would permit access to an online  
23 account; or

24 (iii) any unsecured protected health information held by a "covered  
25 entity" as defined in the health insurance portability and accountabil-  
26 ity act of 1996 (45 C.F.R. pts. 160, 162, 164), as amended from time to  
27 time.

28 "Private information" does not include publicly available information  
29 that is lawfully made available to the general public from federal,  
30 state, or local government records.

31 2. Any state entity that owns or licenses computerized data that  
32 includes private information shall disclose any breach of the security  
33 of the system following discovery or notification of the breach in the  
34 security of the system to any resident of New York state whose private  
35 information was, or is reasonably believed to have been, accessed or  
36 acquired by a person without valid authorization. The disclosure shall  
37 be made in the most expedient time possible and without unreasonable  
38 delay, consistent with the legitimate needs of law enforcement, as  
39 provided in subdivision four of this section, or any measures necessary  
40 to determine the scope of the breach and restore the [~~reasonable~~] integ-  
41 rity of the data system. The state entity shall consult with the state  
42 office of information technology services to determine the scope of the  
43 breach and restoration measures. Within ninety days of the notice of the  
44 breach, the office of information technology services shall deliver a  
45 report on the scope of the breach and recommendations to restore and  
46 improve the security of the system to the state entity.

47 (a) Notice to affected persons under this section is not required if  
48 the exposure of private information was an inadvertent disclosure by  
49 persons authorized to access private information, and the state entity  
50 reasonably determines such exposure will not likely result in misuse of  
51 such information, or financial or emotional harm to the affected  
52 persons. Such a determination must be documented in writing and main-  
53 tained for at least five years. The state entity shall provide the writ-  
54 ten determination to the state attorney general within ten days after  
55 the determination.

1 (b) If notice of the breach of the security of the system is made to  
2 affected persons pursuant to the breach notification requirements under  
3 any of the following laws, nothing in this section shall require any  
4 additional notice to those affected persons, but notice still shall be  
5 provided to the state attorney general, the department of state and the  
6 office of information technology services pursuant to paragraph (a) of  
7 subdivision seven of this section and to consumer reporting agencies  
8 pursuant to paragraph (b) of subdivision seven of this section:

9 (i) regulations promulgated pursuant to Title V of the federal Gramm-  
10 Leach-Bliley Act (15 U.S.C. 6801 to 6809), as amended from time to time;

11 (ii) regulations implementing the Health Insurance Portability and  
12 Accountability Act of 1996 (45 C.F.R. parts 160 and 164), as amended  
13 from time to time, and the Health Information Technology for Economic  
14 and Clinical Health Act, as amended from time to time;

15 (iii) part five hundred of title twenty-three of the official compila-  
16 tion of codes, rules and regulations of the state of New York, as  
17 amended from time to time; or

18 (iv) any other data security rules and regulations of, and the stat-  
19 utes administered by, any official department, division, commission or  
20 agency of the federal or New York state government as such rules, regu-  
21 lations or statutes are interpreted by such department, division,  
22 commission or agency or by the federal or New York state courts.

23 3. Any state entity that maintains computerized data that includes  
24 private information which such agency does not own shall notify the  
25 owner or licensee of the information of any breach of the security of  
26 the system immediately following discovery, if the private information  
27 was, or is reasonably believed to have been, acquired by a person with-  
28 out valid authorization.

29 6. Regardless of the method by which notice is provided, such notice  
30 shall include contact information for the state entity making the  
31 notification, the telephone numbers and websites of the relevant state  
32 and federal agencies that provide information regarding security breach  
33 response and identity theft prevention and protection information and a  
34 description of the categories of information that were, or are reason-  
35 ably believed to have been, accessed or acquired by a person without  
36 valid authorization, including specification of which of the elements of  
37 personal information and private information were, or are reasonably  
38 believed to have been, so accessed or acquired.

39 7. (a) In the event that any New York residents are to be notified,  
40 the state entity shall notify the state attorney general, the department  
41 of state and the state office of information technology services as to  
42 the timing, content and distribution of the notices and approximate  
43 number of affected persons and provide a copy of the template of the  
44 notice sent to affected persons. Such notice shall be made without  
45 delaying notice to affected New York residents.

46 (b) In the event that more than five thousand New York residents are  
47 to be notified at one time, the state entity shall also notify consumer  
48 reporting agencies as to the timing, content and distribution of the  
49 notices and approximate number of affected persons. Such notice shall be  
50 made without delaying notice to affected New York residents.

51 8. The state office of information technology services shall develop,  
52 update and provide regular training to all state entities relating to  
53 best practices for the prevention of a breach of the security of the  
54 system.

55 9. Any entity listed in subparagraph two of paragraph (c) of subdivi-  
56 sion one of this section shall adopt a notification policy no more than



1 one hundred twenty days after the effective date of this section. Such  
2 entity may develop a notification policy which is consistent with this  
3 section or alternatively shall adopt a local law which is consistent  
4 with this section.

5 § 6. This act shall take effect on the ninetieth day after it shall  
6 have become a law; provided, however, that section four of this act  
7 shall take effect on the two hundred fortieth day after it shall have  
8 become a law.