

STATE OF NEW YORK

9713

IN ASSEMBLY

April 3, 2024

Introduced by M. of A. EACHUS -- read once and referred to the Committee
on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to prohibiting
certain deceptive pricing methods

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

Section 1. The general business law is amended by adding a new section
349-g to read as follows:

§ 349-g. Deceptive pricing methods. The following deceptive pricing
methods which results in the sale or lease of any good or service is
unlawful:

1. Advertising or otherwise displaying the price of a good or service
without clearly and conspicuously displaying the total price of such
good or service, including any and all mandatory fees associated with
the transaction;

2. Selling a good or service, or displaying a good or service being
sold by a third party, without clearly and conspicuously disclosing the
portion of the purchase price that represents a mandatory fee prior to
accepting payment for such good or service;

3. Leasing a good or service, or displaying a good or service being
leased by a third party, without clearly and conspicuously disclosing
the portion of the leasing price that represents a mandatory fee prior
to accepting payment for such good or service;

4. Making a false or misleading disclosure of subtotals, fees, charg-
es, or any other component of the total price of a good or service;

5. Presenting subtotals, fees, charges, or other components of the
total price of the good or service less prominently or in a font size
that is smaller than the font size used to present the total price of
the good or service; and

6. Increasing the price of a good or service after a consumer has
selected the good or service for purchase or lease.

§ 2. This act shall take effect on the sixtieth day after it shall
have become a law.

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

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