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 Assembly, 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, charges, 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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