STATE OF NEW YORK

8182

IN SENATE

January 11, 2024

Introduced by Sen. HOYLMAN-SIGAL -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to requiring telemarketers to provide certain information within the first thirty seconds of a call and requiring telemarketers to disclose their address online and in written communication to customers

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

Section 1. Subdivision 2 of section 399-z of the general business law, as amended by chapter 660 of the laws of 2022, is amended to read as follows:

2. No telemarketer or seller shall engage in telemarketing at any time other than between 8:00 A.M. and 9:00 P.M. at the location of the customer unless the customer has given his or her express consent to the call at a different time. Telemarketers shall provide, in a clear and coherent manner using words with common and everyday meanings, [~~at~~] **within** the [~~beginning~~] **first thirty seconds** of each telemarketing sales call all of the following information, provided that the information set forth in paragraphs a and b of this subdivision shall be given to the customer first:

§ 2. Subparagraph 1 of paragraph b of subdivision 6 of section 399-pp of the general business law, as amended by chapter 239 of the laws of 2017, is amended to read as follows:

(1) [~~at~~] **within** the [~~beginning~~] **first thirty seconds** of the call and prior to any request by the caller of the customer to release or disclose any of the customer's personal or financial information, including but not limited, to the customer's name, address, credit card, checking account or other financial account number or information:

§ 3. Section 399-pp of the general business law is amended by adding a new subdivision 10-b to read as follows:

10-b. A telemarketer shall disclose the address of such telemarketer, and the address of any company on whose behalf such telemarketer is providing telemarketing services, on any website owned or operated by the telemarketer and on any subsequent written communication to any customer.

§ 4. This act shall take effect immediately.

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

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