STATE OF NEW YORK

10654

IN ASSEMBLY

July 22, 2024

Introduced by COMMITTEE ON RULES -- (at request of M. of A. Vanel) -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to requirements for unsolicited private government-related registration service communications

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 350-f-2 to read as follows:

§ 350-f-2. Unsolicited private government-related registration service communications. 1. Any person or entity, whether located within the state or sending physical or electronic mail to a person within the state, sending an unsolicited private government-related registration service communication that mentions any fees, renewal charges, requests for payment, or requests to enter into a contract, shall include a notice that is reasonably calculated to apprise the recipient of the following message:

"(COMPANY NAME) IS NOT AFFILIATED WITH NOR IS A GOVERNMENT ENTITY. YOU ARE NOT REQUIRED TO PAY OR ENTER INTO ANY AGREEMENT WITH US."

For purposes of this section, "unsolicited private government-related registration service communication" shall mean any letter, notice, invoice, bill, or statement of account that is sent to a person or entity without prior request or agreement, where no existing business relationship or contract exists between the sender or recipient, purporting to charge for or offer any service related to any governmental registration made with any state or federal government entity within the United States.

2. Any violation of subdivision one of this section shall constitute a deceptive act or practice within the meaning of section three hundred forty-nine of this article.

§ 2. This act shall take effect on the thirtieth 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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