

STATE OF NEW YORK

147

2025-2026 Regular Sessions

IN ASSEMBLY

(Prefiled)

January 8, 2025

Introduced by M. of A. ROSENTHAL -- read once and referred to the
Committee on Health

AN ACT to amend the public health law, in relation to adopting require-
ments that electronic cigarette companies disclose online advertise-
ments

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

1 Section 1. Section 1399-kk of the public health law is amended by
2 adding a new subdivision 3 to read as follows:

3 3. All companies in the state of New York that sell electronic ciga-
4 rettes as defined in section thirteen hundred ninety-nine-aa of this
5 article, shall disclose to the commissioner annually their online adver-
6 tising expenditures from the previous fiscal year. Such yearly disclo-
7 sure shall include, but not be limited, to the total funds spent on
8 online ads, an itemized list of funds spent along with the websites on
9 which ads appeared, the length of time each ad appeared on each website,
10 and any other activity related to internet ad expenditure the commis-
11 sioner deems appropriate. The department shall include in its annual
12 report to the governor and legislature information related to internet
13 advertising expenditures, including proposed rules and regulations
14 deemed appropriate to limit online advertisements that may be seen by
15 children.

16 § 2. This act shall take effect on the one hundred eightieth day after
17 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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