

# STATE OF NEW YORK

1821

2025-2026 Regular Sessions

## IN ASSEMBLY

January 14, 2025

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:

1 Section 1. The general business law is amended by adding a new section  
2 349-h to read as follows:

3 § 349-h. Deceptive pricing methods. The following deceptive pricing  
4 methods which results in the sale or lease of any good or service is  
5 unlawful:

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

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

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

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

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

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

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

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

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