STATE OF NEW YORK

4204

2025-2026 Regular Sessions

IN ASSEMBLY

January 31, 2025

Introduced by M. of A. SAYEGH -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to requiring that digital coupons are made available to consumers in paper form of identical value

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 396-oo to read as follows:

§ 396-oo. Digital coupons; availability of paper coupons. 1. For purposes of this section, "digital coupon" means a store coupon, rebate or similar instrument that is offered to a consumer through the internet.

2. A person selling or offering for sale goods or services at retail that offers a digital coupon shall make available to a consumer a paper coupon of identical value.

3. Any person that violates the provisions of subdivision two of this section shall be subject to a civil penalty of up to twenty-five hundred dollars for a first offense and up to five thousand dollars for any subsequent offense, which may be collected and enforced by the division of consumer protection established pursuant to section ninety-four-a of the executive law.

4. The secretary of state, on behalf of the division of consumer protection, shall adopt rules and regulations necessary to effectuate the purposes of this section.

§ 2. This act shall take effect six months after it shall have become a law. Effective immediately, the addition, amendment, and/or repeal of any rule or regulation necessary for the implementation of this act on its effective date are authorized to be made and completed on or before such effective date.

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

LBD06587-01-5