STATE OF NEW YORK

4279--A

2025-2026 Regular Sessions

IN ASSEMBLY

February 3, 2025

Introduced by M. of A. BORES -- read once and referred to the Committee on Racing and Wagering -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the racing, pari-mutuel wagering and breeding law, in relation to prohibiting mobile sports wagering operators and platforms from sending push notifications or text message notifications

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

Section 1. This act shall be known and may be cited as the "regulating addictive notifications act".

§ 2. Legislative intent. To address public health concerns involving gambling addiction arising from the legalization of mobile sports betting in New York, this legislation prevents New Yorkers from receiving push notifications that solicit wagers and deposits for wagers. Research has shown that mobile sports betting increases the likelihood of risky betting behavior, problem gambling, and addiction, driven by the accessibility, privacy, and ease of use offered by mobile devices.

Mobile devices enable constant engagement with betting applications by reducing barriers to responsible gambling and allowing users to instantly act on gambling urges anytime and anywhere in the state. The risk is greatest among young people, who typically spend more time on mobile devices, and vulnerable populations.

Push notifications soliciting wagers and deposits may appear even when mobile sports betting applications are closed. Such solicitation is more invasive than traditional advertising and can exploit moments of vulnerability or weakness, undermining the ability of New Yorkers to gamble deliberately and responsibly. Opting New Yorkers out of such unsolicited gambling push notifications and solicitation is crucial to mitigate harmful effects of risky betting, problem gambling, and addiction, which can result in financial and occupational ruin, mental and emotional

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

LBD08412-03-5

illness, the destruction of families, domestic violence, self-harm, and suicide.

§ 3. Subdivision 4 of section 1367-a of the racing, pari-mutuel wagering and breeding law is amended by adding a new paragraph (k) to read as follows:

(k) Mobile sports wagering operators and mobile sports wagering platforms shall be prohibited from initiating or sending mobile device push notifications or text message notifications, including alerts, relating to the solicitation of sports wagers or deposits from a mobile sports wagering operator's platform on which an authorized sports bettor may place a sports wager. For the purposes of this paragraph, the term "push notification" means an automatic electronic message displayed on an account holder's device, when the user interface for the mobile sports wagering operator's platform is not actively open or visible on the device, that prompts the account holder to check or engage with such platform.

§ 4. This act shall take effect immediately.