STATE OF NEW YORK

10124

IN SENATE

April 30, 2026

Introduced by Sens. BOTTCHER, JACKSON -- read twice and ordered printed, and when printed to be committed to the Committee on Women's Issues

AN ACT to amend the general business law, in relation to requiring search engines and social media networks to include a consumer notice on limited services pregnancy center listings and posts

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 394-cccc to read as follows:

§ 394-cccc. Search engine consumer notices for limited services pregnancy centers. 1. For purposes of this section, the following terms shall have the following meanings:

(a) "Limited services pregnancy center" shall mean a facility or entity, including a mobile facility, the primary purpose of which is to provide services to clients who are or may be pregnant, that does not provide or refer for the full range of comprehensive reproductive and sexual health care services reimbursed under the state's Medicaid program. "Limited services pregnancy center" shall not include health care facilities licensed by the state of New York under article twenty-eight of the public health law or articles thirty-one and thirty-two of the mental hygiene law, nor entities whose primary function is to facilitate adoption.

(b) "Search engine" shall mean a program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites or services on the internet and shall include, but not be limited to, Google, Yahoo and Bing.

(c) "Social media network" shall mean an internet platform which is designed to enable users to share any content with other users or to make such content available to the public and shall include, but not be limited to, Facebook, YouTube, Twitter, Instagram, Snapchat, Tumblr and Flickr.

2. (a) Every search engine, when responding to a search and providing information for listings of abortion or pregnancy care, shall be

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

LBD04754-01-5

required to identify and provide a notice to a user or consumer in a clear and conspicuous manner that certain facilities listed are limited services pregnancy centers, otherwise known as crisis pregnancy centers, and do not have licensed medical professionals onsite.

(b) Every social media network shall be required to include a notice with any post by a limited services pregnancy center in a clear and conspicuous manner to all users that such facility is a limited services pregnancy center, otherwise known as a crisis pregnancy center, and does not have licensed medical professionals onsite.

3. Such notice shall be required to be added to all limited services pregnancy center listings as well as to advertisements purchased by such centers that appear in search engine results and on social media networks.

§ 2. This act shall take effect immediately.