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 requirements that electronic cigarette companies disclose online advertisements

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

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

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

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