

# STATE OF NEW YORK

4947

2025-2026 Regular Sessions

## IN ASSEMBLY

February 10, 2025

Introduced by M. of A. ROSENTHAL, WEPRIN, SIMON, DINOWITZ, PAULIN --  
read once and referred to the Committee on Consumer Affairs and  
Protection

AN ACT to amend the general business law, in relation to the management  
and oversight of personal data

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

1 Section 1. Short title. This act shall be known and may be cited as  
2 the "New York privacy act".

3 § 2. Legislative intent. 1. Privacy is a fundamental right and an  
4 essential element of freedom. Advances in technology have produced ramp-  
5 ant growth in the amount and categories of personal data being gener-  
6 ated, collected, stored, analyzed, and potentially shared, which  
7 presents both promise and peril. Companies collect, use and share our  
8 personal data in ways that can be difficult for ordinary consumers to  
9 understand. Opaque data processing policies make it impossible to evalu-  
10 ate risks and compare privacy-related protections across services,  
11 stifling competition. Algorithms quietly make decisions with critical  
12 consequences for New York consumers, often with no human accountability.  
13 Behavioral advertising generates profits by turning people into products  
14 and their activity into assets. New York consumers deserve more notice  
15 and more control over their data and their digital privacy.

16 2. This act seeks to help New York consumers regain their privacy. It  
17 gives New York consumers the ability to exercise more control over their  
18 personal data and requires businesses to be responsible, thoughtful, and  
19 accountable managers of that information. To achieve this, this act  
20 provides New York consumers a number of new rights, including clear  
21 notice of how their data is being used, processed and shared; the abili-  
22 ty to access and obtain a copy of their data in a commonly used elec-  
23 tronic format, with the ability to transfer it between services; the  
24 ability to correct inaccurate data and to delete their data; and the

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

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1 ability to challenge certain automated decisions. This act also imposes  
2 obligations upon businesses to maintain reasonable data security for  
3 personal data, to notify New York consumers of foreseeable harms arising  
4 from use of their data and to obtain specific consent for that use, and  
5 to conduct regular assessments to ensure that data is not being used for  
6 unacceptable purposes. These data assessments can be obtained and evalu-  
7 ated by the New York State Attorney General, who is empowered to obtain  
8 penalties for violations of this act and prevent future violations. This  
9 act also grants New York consumers who have been injured as the result  
10 of a violation a private right of action, which includes reasonable  
11 attorneys' fees to a prevailing plaintiff.

12 § 3. The general business law is amended by adding a new article 42-A  
13 to read as follows:

14 ARTICLE 42-A  
15 NEW YORK PRIVACY ACT

16 Section 1200. Definitions.

17 1201. Jurisdictional scope.

18 1202. Consumer rights.

19 1203. Controller, processor, and third party responsibilities.

20 1204. Data brokers.

21 1205. Limitations.

22 1206. Enforcement and private right of action.

23 1207. Miscellaneous.

24 § 1200. Definitions. The following definitions apply throughout this  
25 article unless the context clearly requires otherwise:

26 1. "Automated decision-making" or "automated decision" means a compu-  
27 tational process, including one derived from machine learning, artifi-  
28 cial intelligence, or any other automated process, involving personal  
29 data that results in a decision affecting a consumer.

30 2. "Biometric information" means any personal data generated from the  
31 measurement or specific technological processing of a natural person's  
32 biological, physical, or physiological characteristics, including fing-  
33 erprints, voice prints, iris or retina scans, facial scans or templates,  
34 deoxyribonucleic acid (DNA) information, and gait.

35 3. "Business associate" has the same meaning as in Title 45 of the  
36 C.F.R., established pursuant to the federal Health Insurance Portability  
37 and Accountability Act of 1996.

38 4. "Consent" means a clear affirmative act signifying a freely given,  
39 specific, informed, and unambiguous indication of a consumer's agreement  
40 to the processing of data relating to the consumer. Consent may be  
41 withdrawn at any time, and a controller must provide clear, conspicuous,  
42 and consumer-friendly means to withdraw consent. The burden of estab-  
43 lishing consent is on the controller. Consent does not include: (a) an  
44 agreement of general terms of use or a similar document that references  
45 unrelated information in addition to personal data processing; (b) an  
46 agreement obtained through fraud, deceit or deception; (c) any act that  
47 does not constitute a user's intent to interact with another party such  
48 as hovering over, pausing or closing any content; or (d) a pre-checked  
49 box or similar default.

50 5. "Consumer" means a natural person who is a New York resident acting  
51 only in an individual or household context. It does not include a  
52 natural person known to be acting in a professional or employment  
53 context.

54 6. "Controller" means the person who, alone or jointly with others,  
55 determines the purposes and means of the processing of personal data.

1 7. "Covered entity" has the same meaning as in Title 45 of the C.F.R.,  
2 established pursuant to the federal Health Insurance Portability and  
3 Accountability Act of 1996.

4 8. "Data broker" means a person, or unit or units of a legal entity,  
5 separately or together, that does business in the state of New York and  
6 knowingly collects, and sells to controllers or third parties, the  
7 personal data of a consumer with whom it does not have a direct  
8 relationship. "Data broker" does not include any of the following:

9 (a) a consumer reporting agency to the extent that it is covered by  
10 the federal Fair Credit Reporting Act (15 U.S.C. Sec. 1681 et seq.); or

11 (b) a financial institution to the extent that it is covered by the  
12 Gramm-Leach-Bliley Act (Public Law 106-102) and implementing regu-  
13 lations.

14 9. "Deidentified data" means data that cannot reasonably be used to  
15 infer information about, or otherwise be linked to a particular consum-  
16 er, household or device, provided that the processor or controller that  
17 possesses the data:

18 (a) implements reasonable technical safeguards to ensure that the data  
19 cannot be associated with a consumer, household or device;

20 (b) publicly commits to process the data only as deidentified data and  
21 not attempt to reidentify the data, except that the controller or  
22 processor may attempt to reidentify the information solely for the  
23 purpose of determining whether its deidentification processes satisfy  
24 the requirements of this subdivision; and

25 (c) contractually obligates any recipients of the data to comply with  
26 all provisions of this article.

27 10. "Device" means any physical object that is capable of connecting  
28 to the internet, directly or indirectly, or to another device and is  
29 intended for use by a natural person or household or, if used outside  
30 the home, for use by the general public.

31 11. "Meaningful human review" means review or oversight by one or more  
32 individuals who (a) are trained in the capabilities and limitations of  
33 the algorithm at issue and the procedures to interpret and act on the  
34 output of the algorithm, and (b) have the authority to alter the auto-  
35 mated decision under review.

36 12. "Natural person" means a natural person acting only in an individ-  
37 ual or household context. It does not include a natural person known to  
38 be acting in a professional or employment context.

39 13. "Person" means a natural person or a legal entity, including but  
40 not limited to a proprietorship, partnership, limited partnership,  
41 corporation, company, limited liability company or corporation, associ-  
42 ation, or other firm or similar body, or any unit, division, agency,  
43 department, or similar subdivision thereof.

44 14. "Personal data" means any data that identifies or could reasonably  
45 be linked, directly or indirectly, with a specific natural person,  
46 household, or device. Personal data does not include deidentified data.

47 15. "Identified or identifiable" means a natural person who can be  
48 identified, directly or indirectly, such as by reference to an identifi-  
49 er such as a name, an identification number, location data, or an online  
50 or device identifier.

51 16. "Process", "processes" or "processing" means an operation or set  
52 of operations which are performed on data or on sets of data, including  
53 but not limited to the collection, use, access, sharing, monetization,  
54 analysis, retention, creation, generation, derivation, recording, organ-  
55 ization, structuring, storage, disclosure, transmission, analysis,

1 disposal, licensing, destruction, deletion, modification, or deidentifi-  
2 cation of data.

3 17. "Processor" means a person that processes data on behalf of the  
4 controller.

5 18. "Profiling" means any form of automated processing performed on  
6 personal data to evaluate, analyze, or predict personal aspects related  
7 to an identified or identifiable natural person's economic situation,  
8 health, personal preferences, interests, reliability, behavior,  
9 location, or movements.

10 19. "Protected health information" has the same meaning as in Title 45  
11 C.F.R., established pursuant to the federal Health Insurance Portability  
12 and Accountability Act of 1996.

13 20. "Sale", "sell", or "sold" means the disclosure, transfer, convey-  
14 ance, sharing, licensing, making available, processing, granting of  
15 permission or authorization to process, or other exchange of personal  
16 data, or providing access to personal data for monetary or other valu-  
17 able consideration by the controller to a third party. "Sale" includes  
18 enabling, facilitating or providing access to a consumer for targeted  
19 advertising. "Sale" does not include the following:

20 (a) the disclosure of data to a processor who processes the data on  
21 behalf of the controller and which is contractually prohibited from  
22 using it for any purpose other than as instructed by the controller; or

23 (b) the disclosure or transfer of data as an asset that is part of a  
24 merger, acquisition, bankruptcy, or other transaction in which another  
25 entity assumes control or ownership of all or a majority of the control-  
26 ler's assets.

27 21. "Targeted advertising" means displaying online advertisements to a  
28 consumer where the advertisement is selected based on personal data  
29 obtained or inferred from a consumer's activities over time and across  
30 one or more distinctly-branded websites, online applications, or  
31 services, to predict the consumer's preferences or interests. It does  
32 not include advertising (a) based solely on the context of the consum-  
33 er's current search query or visit to a website or online application or  
34 (b) to a consumer in direct response to the consumer's request for  
35 information or feedback.

36 22. "Third party" means, with respect to a particular interaction or  
37 occurrence, a person, public authority, agency, or body other than the  
38 consumer, the controller, or processor of the controller. A third party  
39 may also be a controller if the third party, alone or jointly with  
40 others, determines the purposes and means of the processing of personal  
41 data.

42 23. "Verified request" means a request by a consumer or their agent to  
43 exercise a right authorized by this article, the authenticity of which  
44 has been ascertained by the controller in accordance with paragraph (c)  
45 of subdivision eight of section twelve hundred two of this article.

46 § 1201. Jurisdictional scope. 1. This article applies to legal persons  
47 that conduct business in New York or produce products or services that  
48 are targeted to residents of New York, and that satisfy one or more of  
49 the following thresholds:

50 (a) have annual gross revenue of twenty-five million dollars or more;  
51 (b) controls or processes personal data of one hundred thousand  
52 consumers or more;

53 (c) controls or processes personal data of five hundred thousand  
54 natural persons or more nationwide, and controls or processes personal  
55 data of ten thousand consumers or more; or

1 (d) derives over fifty percent of gross revenue from the sale of  
2 personal data, and controls or processes personal data of twenty-five  
3 thousand consumers or more.

4 2. This article does not apply to:

5 (a) personal data processed by state and local governments, and munic-  
6 ipal corporations, for processes other than sale (filing and processing  
7 fees are not sale);

8 (b) a national securities association registered pursuant to section  
9 15A of the Securities Exchange Act of 1934, as amended, or regulations  
10 adopted thereunder or a registered futures association so designated  
11 pursuant to section 17 of the Commodity Exchange Act, as amended, or any  
12 regulations adopted thereunder;

13 (c) information that meets the following criteria:

14 (i) personal data collected, processed, sold, or disclosed pursuant to  
15 and in compliance with the federal Gramm-Leach-Bliley Act (P.L.  
16 106-102), and implementing regulations;

17 (ii) personal data collected, processed, sold, or disclosed pursuant  
18 to the federal Driver's Privacy Protection Act of 1994 (18 U.S.C. Sec.  
19 2721 et seq.), if the collection, processing, sale, or disclosure is in  
20 compliance with such law;

21 (iii) personal data regulated by the federal Family Educational Rights  
22 and Privacy Act, U.S.C. Sec. 1232g and its implementing regulations;

23 (iv) personal data collected, processed, sold, or disclosed pursuant  
24 to the federal Farm Credit Act of 1971 (as amended in 12 U.S.C. Sec.  
25 2001-2279cc) and its implementing regulations (12 C.F.R. Part 600 et  
26 seq.) if the collection, processing, sale, or disclosure is in compli-  
27 ance with such law;

28 (v) personal data regulated by section two-d of the education law;

29 (vi) data maintained as employment records, for purposes other than  
30 sale;

31 (vii) protected health information that is lawfully collected by a  
32 covered entity or business associate and is governed by the privacy,  
33 security, and breach notification rules issued by the United States  
34 Department of Health and Human Services, Parts 160 and 164 of Title 45  
35 of the Code of Federal Regulations, established pursuant to the Health  
36 Insurance Portability and Accountability Act of 1996 (Public Law  
37 104-191) ("HIPAA") and the Health Information Technology for Economic  
38 and Clinical Health Act (Public Law 111-5);

39 (viii) patient identifying information for purposes of 42 C.F.R. Part  
40 2, established pursuant to 42 U.S.C. Sec. 290dd-2, as long as such data  
41 is not sold in violation of HIPAA or any state or federal law;

42 (ix) information and documents lawfully created for purposes of the  
43 federal Health Care Quality Improvement Act of 1986, and related regu-  
44 lations;

45 (x) patient safety work product created for purposes of 42 C.F.R. Part  
46 3, established pursuant to 42 U.S.C. Sec. 299b-21 through 299b-26;

47 (xi) information that is treated in the same manner as information  
48 exempt under subparagraph (vii) of this paragraph that is maintained by  
49 a covered entity or business associate as defined by HIPAA or a program  
50 or a qualified service organization as defined by 42 U.S.C. § 290dd-2,  
51 as long as such data is not sold in violation of HIPAA or any state or  
52 federal law;

53 (xii) deidentified health information that meets all of the following  
54 conditions:

1 (A) it is deidentified in accordance with the requirements for deiden-  
2 tification set forth in Section 164.514 of Part 164 of Title 45 of the  
3 Code of Federal Regulations;

4 (B) it is derived from protected health information, individually  
5 identifiable health information, or identifiable private information  
6 compliant with the Federal Policy for the Protection of Human Subjects,  
7 also known as the Common Rule; and

8 (C) a covered entity or business associate does not attempt to reiden-  
9 tify the information nor do they actually reidentify the information  
10 except as otherwise allowed under state or federal law;

11 (xiii) patient information maintained by a covered entity or business  
12 associate governed by the privacy, security, and breach notification  
13 rules issued by the United States Department of Health and Human  
14 Services, Parts 160 and 164 of Title 45 of the Code of Federal Regu-  
15 lations, established pursuant to the Health Insurance Portability and  
16 Accountability Act of 1996 (Public Law 104-191), to the extent the  
17 covered entity or business associate maintains the patient information  
18 in the same manner as protected health information as described in  
19 subparagraph (vii) of this paragraph;

20 (xiv) data collected as part of human subjects research, including a  
21 clinical trial, conducted in accordance with the Federal Policy for the  
22 Protection of Human Subjects, also known as the Common Rule, pursuant to  
23 good clinical practice guidelines issued by the International Council  
24 for Harmonisation or pursuant to human subject protection requirements  
25 of the United States Food and Drug Administration; or

26 (xv) personal data processed only for one or more of the following  
27 purposes:

28 (A) product registration and tracking consistent with applicable  
29 United States Food and Drug Administration regulations and guidance;

30 (B) public health activities and purposes as described in Section  
31 164.512 of Title 45 of the Code of Federal Regulations; and/or

32 (C) activities related to quality, safety, or effectiveness regulated  
33 by the United States Food and Drug Administration;

34 (d) (i) an activity involving the collection, maintenance, disclosure,  
35 sale, communication, or use of any personal data bearing on a consumer's  
36 credit worthiness, credit standing, credit capacity, character, general  
37 reputation, personal characteristics, or mode of living by a consumer  
38 reporting agency, as defined in Title 15 U.S.C. Sec. 1681a(f), by a  
39 furnisher of information, as set forth in Title 15 U.S.C. Sec. 1681s-2,  
40 who provides information for use in a consumer report, as defined in  
41 Title 15 U.S.C. Sec. 1861a(d), and by a user of a consumer report, as  
42 set forth in Title 15 U.S.C. Sec. 1681b.; and

43 (ii) this paragraph shall apply only to the extent that such activity  
44 involving the collection, maintenance, disclosure, sale, communication,  
45 or use of such data by that agency, furnisher, or user is subject to  
46 regulation under the Fair Credit Reporting Act, Title 15 U.S.C. Sec.  
47 1681 et seq., and the data is not collected, maintained, used, communi-  
48 cated, disclosed, or sold except as authorized by the Fair Credit  
49 Reporting Act.

50 § 1202. Consumer rights. 1. Right to notice. (a) Notice. Each control-  
51 ler that processes a consumer's personal data must make publicly and  
52 persistently available, in a conspicuous and readily accessible manner,  
53 a notice containing the following:

54 (i) a description of the consumer's rights under subdivisions two  
55 through six of this section and how a consumer may exercise those  
56 rights, including how to withdraw consent;

1 (ii) the categories of personal data processed by the controller and  
2 by any processor who processes personal data on behalf of the control-  
3 ler;

4 (iii) the sources from which personal data is collected;

5 (iv) the purposes for processing personal data;

6 (v) the identity of each third party to whom the controller disclosed,  
7 shared, transferred or sold personal data and, for each identified third  
8 party, (A) the categories of personal data being shared, disclosed,  
9 transferred, or sold to the third party, (B) the purposes for which  
10 personal data is being shared, disclosed, transferred, or sold to the  
11 third party, (C) the third party's retention period for each category of  
12 personal data processed by the third party or processed on their behalf,  
13 or if that is not possible, the criteria used to determine the period,  
14 and (D) whether the third party uses the personal data for targeted  
15 advertising;

16 (vi) the controller's retention period for each category of personal  
17 data that they process or is processed on their behalf, or if that is  
18 not possible, the criteria used to determine that period; and

19 (vii) for controllers engaging in targeted advertising, average  
20 expected revenue per user (ARPU) or a similar metric for the most recent  
21 fiscal year for the region that covers New York.

22 (b) Notice requirements. (i) The notice must be written in easy-to-un-  
23 derstand language at an eighth grade reading level or below.

24 (ii) The categories of personal data processed and purposes for which  
25 each category of personal data is processed must be described at a level  
26 specific enough to enable a consumer to exercise meaningful control over  
27 their personal data but not so specific as to render the notice unhelp-  
28 ful to a reasonable consumer.

29 (iii) The notice must be dated with its effective date and updated at  
30 least annually. When the information required to be disclosed to a  
31 consumer pursuant to paragraph (a) of this subdivision has not changed  
32 since the immediately previous notice (whether initial, annual, or  
33 revised) provided to the consumer, a controller may issue a statement  
34 that no changes have been made.

35 (iv) The notice, as well as each version of the notice in effect in  
36 the preceding six years, must be easily accessible to consumers and  
37 capable of being viewed by consumers at any time.

38 2. Opt-in consent. (a) A controller must obtain freely given, specif-  
39 ic, informed, and unambiguous opt-in consent from a consumer to:

40 (i) process the consumer's personal data for any purpose other than  
41 those in subdivision two of section twelve hundred five of this article;  
42 or

43 (ii) make any changes to the existing processing or processing  
44 purpose, including those regarding the method and scope of collection,  
45 of the consumer's personal data that may be less protective of the  
46 consumer's personal data than the processing to which the consumer has  
47 previously given their freely given, specific, informed, and unambiguous  
48 opt-in consent.

49 (b) Any request for consent must be provided to the consumer, prior to  
50 processing their personal data, in a standalone disclosure that is sepa-  
51 rate and apart from any contract or privacy policy. The request for  
52 consent must:

53 (i) include a clear and conspicuous description of each category of  
54 data and processing purpose for which consent is sought;

55 (ii) clearly identify and distinguish between categories of data and  
56 processing purposes that are necessary to provide the services or goods

1 requested by the consumer and categories of data and processing purposes  
2 that are not necessary to provide the services or goods requested by the  
3 consumer;

4 (iii) enable a reasonable consumer to easily identify the categories  
5 of data and processing purposes for which consent is sought;

6 (iv) clearly present as the most conspicuous choice an option to  
7 provide only the consent necessary to provide the services or goods  
8 requested by the consumer;

9 (v) clearly present an option to deny consent; and

10 (vi) where the request seeks consent to sharing, disclosure, transfer,  
11 or sale of personal data to third parties, identify each such third  
12 party, the categories of data sold or shared with them, the processing  
13 purposes, the retention period, or if that is not possible, the criteria  
14 used to determine the period, and for each third party state if such  
15 sharing, disclosure, transfer, or sale enables or involves targeted  
16 advertising. The details of identities of such third parties, and the  
17 categories of data, processing purposes, and the retention period, may  
18 be set forth in a different disclosure, provided that the request for  
19 consent contains a conspicuous and directly accessible link to that  
20 disclosure.

21 (c) Targeted advertising and sale of personal data shall not be  
22 considered processing purposes that are necessary to provide services or  
23 goods requested by a consumer.

24 (d) Once a consumer has provided freely given, specific, informed, and  
25 unambiguous opt-in consent to process their personal data for a process-  
26 ing purpose, a controller may rely on such consent until it is with-  
27 drawn.

28 (e) A controller must provide a mechanism for a consumer to withdraw  
29 previously given consent at any time. Such mechanism shall make it as  
30 easy for a consumer to withdraw their consent as it is for such consumer  
31 to provide consent.

32 (f) A controller must not infer that a consumer has provided freely  
33 given, specific, informed, and unambiguous opt-in consent from the  
34 consumer's inaction or the consumer's continued use of a service or  
35 product provided by the controller.

36 (g) To the extent that a controller must process internet protocol  
37 addresses, system configuration information, URLs of referring pages,  
38 locale and language preferences, keystrokes, or any other data that  
39 individually or collectively may comprise personal data in order to  
40 obtain a consumer's freely given, specific, informed, and unambiguous  
41 opt-in consent, the controller must:

42 (i) process only the personal data necessary to request freely given,  
43 specific, informed, and unambiguous opt-in consent;

44 (ii) process the personal data solely to request freely given, specif-  
45 ic, informed, and unambiguous opt-in consent; and

46 (iii) promptly delete the personal data if consent is withheld,  
47 denied, or withdrawn.

48 (h) Controllers must not request consent from a consumer who has  
49 previously withheld or denied consent, unless consent is necessary to  
50 provide the services or goods requested by the consumer.

51 (i) Controllers must treat user-enabled privacy controls in a browser,  
52 browser plug-in, smartphone application, operating system, device  
53 setting, or other mechanism that communicates or signals the consumer's  
54 choice not to be subject to targeted advertising or the sale of their  
55 personal data as a denial of consent under this article. To the extent  
56 that the privacy control conflicts with a consumer's consent, the priva-

1 cy control settings govern, unless the consumer provides freely given,  
2 specific, informed, and unambiguous opt-in consent to override the  
3 privacy control.

4 (j) A controller must not discriminate against a consumer for with-  
5 holding or denying consent, including, but not limited to, by:

6 (i) denying services or goods to the consumer, unless the consumer  
7 does not consent to processing necessary to provide the services or  
8 goods requested by the consumer;

9 (ii) charging different prices for goods or services, including  
10 through the use of discounts or other benefits, imposing penalties, or  
11 providing a different level or quality of services or goods to the  
12 consumer; or

13 (iii) suggesting that the consumer will receive a different price or  
14 rate for goods or services or a different level or quality of services  
15 or goods.

16 (k) A controller may, with the consumer's freely given, specific,  
17 informed, and unambiguous opt-in consent given pursuant to this section,  
18 operate a program in which information, products, or services sold to  
19 the consumer are discounted based solely on such consumer's prior  
20 purchases from the controller, provided that the personal data used to  
21 operate such program is processed solely for the purpose of operating  
22 such program.

23 (l) In the event of a merger, acquisition, bankruptcy, or other trans-  
24 action in which another entity assumes control or ownership of all or  
25 majority of the controller's assets, any consent provided to the  
26 controller by a consumer prior to such transaction shall be deemed with-  
27 drawn.

28 3. Right to access. Upon the verified request of a consumer, a  
29 controller shall:

30 (a) confirm whether or not the controller is processing or has proc-  
31 essed personal data of that consumer, and provide access to a copy of  
32 any such personal data in a manner understandable to a reasonable  
33 consumer when requested; and

34 (b) provide the identity of each processor or third party to whom the  
35 controller disclosed, transferred, or sold the consumer's personal data  
36 and, for each identified processor or third party, (i) the categories of  
37 the consumer's personal data disclosed, transferred, or sold to each  
38 processor or third party and (ii) the purposes for which each category  
39 of the consumer's personal data was disclosed, transferred, or sold to  
40 each processor or third party.

41 4. Right to portable data. Upon a verified request, and to the extent  
42 technically feasible, the controller must: (a) provide to the consumer a  
43 copy of all of, or a portion of, as designated in a verified request,  
44 the consumer's personal data in a structured, commonly used and  
45 machine-readable format and (b) transmit the data to another person of  
46 the consumer's or their agent's designation without hindrance.

47 5. Right to correct. (a) Upon the verified request of a consumer or  
48 their agent, a controller must conduct a reasonable investigation to  
49 determine whether personal data, the accuracy of which is disputed by  
50 the consumer, is inaccurate, with such investigation to be concluded  
51 within the time period set forth in paragraph (a) of subdivision eight  
52 of this section.

53 (b) Notwithstanding paragraph (a) of this subdivision, a controller  
54 may terminate an investigation initiated pursuant to such paragraph if  
55 the controller reasonably and in good faith determines that the dispute  
56 by the consumer is wholly without merit, including by reason of a fail-

1 ure by a consumer to provide sufficient information to investigate the  
2 disputed personal data. Upon making any determination in accordance with  
3 this paragraph that a dispute is wholly without merit, a controller  
4 must, within the time period set forth in paragraph (a) of subdivision  
5 eight of this section, provide the affected consumer a statement in  
6 writing that includes, at a minimum, the specific reasons for the deter-  
7 mination, and identification of any information required to investigate  
8 the disputed personal data, which may consist of a standardized form  
9 describing the general nature of such information.

10 (c) If, after any investigation under paragraph (a) of this subdivi-  
11 tion of any personal data disputed by a consumer, an item of the  
12 personal data is found to be inaccurate or incomplete, or cannot be  
13 verified, the controller must:

14 (i) correct the inaccurate or incomplete personal data of the consum-  
15 er; and

16 (ii) unless it proves impossible or involves disproportionate effort,  
17 communicate such request to each processor or third party to whom the  
18 controller disclosed, transferred, or sold the personal data within one  
19 year preceding the consumer's request, and to require those processors  
20 or third parties to do the same for any further processors or third  
21 parties they disclosed, transferred, or sold the personal data to.

22 (d) If the investigation does not resolve the dispute, the consumer  
23 may file with the controller a brief statement setting forth the nature  
24 of the dispute. Whenever a statement of a dispute is filed, unless there  
25 exists reasonable grounds to believe that it is wholly without merit,  
26 the controller must note that it is disputed by the consumer and include  
27 either the consumer's statement or a clear and accurate codification or  
28 summary thereof with the disputed personal data whenever it is  
29 disclosed, transferred, or sold to any processor or third party.

30 6. Right to delete. (a) Upon the verified request of a consumer, a  
31 controller must:

32 (i) within forty-five days after receiving the verified request,  
33 delete any or all personal data, as directed by the consumer or their  
34 agent, that the controller possesses or controls; and

35 (ii) unless it proves impossible or involves disproportionate effort  
36 that is documented in writing by the controller, communicate such  
37 request to each processor or third party to whom the controller  
38 disclosed, transferred or sold the personal data within one year preced-  
39 ing the consumer's request and to require those processors or third  
40 parties to do the same for any further processors or third parties they  
41 disclosed, transferred, or sold the personal data to.

42 (b) For personal data that is not possessed by the controller but by a  
43 processor of the controller, the controller may choose to (i) communi-  
44 cate the consumer's request for deletion to the processor, or (ii)  
45 request that the processor return to the controller the personal data  
46 that is the subject of the consumer's request and delete such personal  
47 data upon receipt of the request.

48 (c) A consumer's deletion of their online account must be treated as a  
49 request to the controller to delete all of that consumer's personal  
50 data.

51 (d) A controller must maintain reasonable procedures designed to  
52 prevent the reappearance in its systems, and in any data it discloses,  
53 transfers, or sells to any processor or third party, the personal data  
54 that is deleted pursuant to this subdivision.

55 (e) A controller is not required to comply with a consumer's request  
56 to delete personal data if:

1 (i) complying with the request would prevent the controller from  
2 performing accounting functions, processing refunds, effectuating a  
3 product recall pursuant to federal or state law, or fulfilling warranty  
4 claims, provided that the personal data that is the subject of the  
5 request is not processed for any purpose other than such specific activ-  
6 ities; or

7 (ii) it is necessary for the controller to maintain the consumer's  
8 personal data to engage in public or peer-reviewed scientific, histor-  
9 ical, or statistical research in the public interest that adheres to all  
10 other applicable ethics and privacy laws, when the controller's deletion  
11 of the information is likely to render impossible or seriously impair  
12 the achievement of such research, provided that the consumer has given  
13 informed consent and the personal data is not processed for any purpose  
14 other than such research.

15 7. Automated decision-making. (a) Whenever a controller makes an auto-  
16 mated decision involving solely automated processing that materially  
17 contributes to a denial of financial or lending services, housing,  
18 public accommodation, insurance, health care services, or access to  
19 basic necessities, such as food and water, the controller must:

20 (i) disclose in a clear, conspicuous, and consumer-friendly manner  
21 that the decision was made by a solely automated process;

22 (ii) provide an avenue for the affected consumer to appeal the deci-  
23 sion, which must at minimum allow the affected consumer to (A) formally  
24 contest the decision, (B) provide information to support their position,  
25 and (C) obtain meaningful human review of the decision; and

26 (iii) explain the process to appeal the decision.

27 (b) A controller must respond to a consumer's appeal within forty-five  
28 days of receipt of the appeal. That period may be extended once by  
29 forty-five additional days where reasonably necessary, taking into  
30 account the complexity and number of appeals. The controller must inform  
31 the consumer of any such extension within forty-five days of receipt of  
32 the appeal, together with the reasons for the delay.

33 (c) (i) A controller or processor engaged in automated decision-making  
34 affecting financial or lending services, housing, public accommodation,  
35 insurance, education enrollment, employment, health care services, or  
36 access to basic necessities, such as food and water, or engaged in  
37 assisting others in automated decision-making in those fields, must  
38 annually conduct an impact assessment of such automated decision-making  
39 that:

40 (A) describes and evaluates the objectives and development of the  
41 automated decision-making processes including the design and training  
42 data used to develop the automated decision-making process, how the  
43 automated decision-making process was tested for accuracy, fairness,  
44 bias and discrimination; and

45 (B) assesses whether the automated decision-making system produces  
46 discriminatory results on the basis of a consumer's or class of consum-  
47 ers' actual or perceived race, color, ethnicity, religion, national  
48 origin, sex, gender, gender identity, sexual orientation, familial  
49 status, biometric information, lawful source of income, or disability.

50 (ii) A controller or processor must utilize an external, independent  
51 auditor or researcher to conduct such assessments.

52 (iii) A controller or processor must make publicly available in a  
53 manner accessible online all impact assessments prepared pursuant to  
54 this section, retain all such impact assessments for at least six years,  
55 and make any such retained impact assessments available to any state,  
56 federal, or local government authority upon request.

1 (iv) For purposes of this paragraph, the limitations to jurisdictional  
2 scope set forth in paragraphs (b) and (c) of subdivision two of section  
3 twelve hundred one of this article shall not apply.

4 8. Responding to requests. (a) A controller must take action under  
5 subdivisions three through six of this section and inform the consumer  
6 of any actions taken without undue delay and in any event within forty-  
7 five days of receipt of the request. That period may be extended once by  
8 forty-five additional days where reasonably necessary, taking into  
9 account the complexity and number of the requests. The controller must  
10 inform the consumer of any such extension within forty-five days of  
11 receipt of the request, together with the reasons for the delay. When a  
12 controller denies any such request, it must within this period disclose  
13 to the consumer a statement in writing of the specific reasons for the  
14 denial.

15 (b) A controller shall permit the exercise of rights and carry out its  
16 obligations set forth in subdivisions three through six of this section  
17 free of charge, at least twice annually to the consumer. Where requests  
18 from a consumer are manifestly unfounded or excessive, in particular  
19 because of their repetitive character, the controller may either (i)  
20 charge a reasonable fee to cover the administrative costs of complying  
21 with the request or (ii) refuse to act on the request and notify the  
22 consumer of the reason for refusing the request. The controller bears  
23 the burden of demonstrating the manifestly unfounded or excessive char-  
24 acter of the request.

25 (c) (i) A controller shall promptly attempt, using commercially  
26 reasonable efforts, to verify that all requests to exercise any rights  
27 set forth in any section of this article requiring a verified request  
28 were made by the consumer who is the subject of the data, or by a person  
29 lawfully exercising the right on behalf of the consumer who is the  
30 subject of the data. Commercially reasonable efforts shall be determined  
31 based on the totality of the circumstances, including the nature of the  
32 data implicated by the request.

33 (ii) A controller may require the consumer to provide additional  
34 information only if the request cannot reasonably be verified without  
35 the provision of such additional information. A controller must not  
36 transfer or process any such additional information provided pursuant to  
37 this section for any other purpose and must delete any such additional  
38 information without undue delay and in any event within forty-five days  
39 after the controller has notified the consumer that it has taken action  
40 on a request under subdivisions two through five of this section as  
41 described in paragraph (a) of this subdivision.

42 (iii) If a controller discloses this additional information to any  
43 processor or third party for the purpose of verifying a consumer  
44 request, it must notify the receiving processor or third party at the  
45 time of such disclosure, or as close in time to the disclosure as is  
46 reasonably practicable, that such information was provided by the  
47 consumer for the sole purpose of verification and cannot be processed  
48 for any purpose other than verification.

49 9. Implementation of rights. Controllers must provide easily accessi-  
50 ble and convenient means for consumers to exercise their rights under  
51 this article.

52 10. Non-waiver of rights. Any provision of a contract or agreement of  
53 any kind that purports to waive or limit in any way a consumer's rights  
54 under this article is contrary to public policy and is void and unen-  
55 forceable.

1 § 1203. Controller, processor, and third party responsibilities. 1.  
2 Controller responsibilities. (a) Data protection assessment. A control-  
3 ler shall regularly conduct and document a data protection assessment  
4 for processing activities that present a heightened risk of harm to the  
5 consumer. Such assessment must identify and weigh the benefits that may  
6 flow, directly and indirectly, from the processing to the controller,  
7 the consumer, other stakeholders, and the public against the potential  
8 risks to the rights of the consumer, or class of consumers, associated  
9 with the processing, as mitigated by safeguards that the controller can  
10 employ to reduce the risks. The controller shall factor into this  
11 assessment the use of deidentified data and the reasonable expectations  
12 of consumers, as well as the context of the processing and the relation-  
13 ship between the controller and the consumer whose personal data will be  
14 processed, with the goal of restricting or prohibiting such processing  
15 if the risks of harm to the consumer outweigh the benefits resulting  
16 from the processing to the consumer. Processing that presents a height-  
17 ened risk of harm to the consumer includes the following:

18 (i) processing that may benefit the controller to the detriment of the  
19 consumer;

20 (ii) processing that would be unexpected and highly offensive to a  
21 reasonable consumer;

22 (iii) processing personal data for purposes of targeted advertising;

23 (iv) sale of personal data; and

24 (v) processing of personal data for purposes of profiling, where such  
25 profiling presents a reasonably foreseeable risk of:

26 (A) unfair or deceptive treatment, or unlawful disparate impact on,  
27 consumers or a class of consumers;

28 (B) financial, physical, psychological or reputational injury to  
29 consumers, or a class of consumers;

30 (C) a physical or otherwise intrusion upon the solitude or seclusion,  
31 or the private affairs or concerns, of consumers, where such intrusion  
32 would be offensive to a reasonable person; or

33 (D) other substantial injury to consumers.

34 (b) Duty of loyalty. (i) A controller must notify the consumer, or  
35 class of consumers, of the interest that may be harmed in advance of  
36 requesting consent and as close in time to the processing as practicable  
37 where it is reasonably foreseeable to the controller that a process  
38 presents a heightened risk of harm to the consumer or class of consum-  
39 ers.

40 (ii) Controllers must not engage in unfair, deceptive, or abusive acts  
41 or practices with respect to obtaining consumer consent, the processing  
42 of personal data, and a consumer's exercise of any rights under this  
43 article, including without limitation:

44 (A) designing a user interface with the purpose or substantial effect  
45 of deceiving consumers, obscuring consumers' rights under this article,  
46 or subverting or impairing user autonomy, decision-making, or choice in  
47 order to obtain consent; or

48 (B) obtaining consent in a manner designed to overpower a consumer's  
49 resistance; for example, by making excessive requests for consent.

50 (c) Duty of care. (i) (A) Controllers must, on at least an annual  
51 basis, conduct and document risk assessments of all current processing  
52 of personal data.

53 (B) Risk assessments must assess at a minimum:

54 (I) the nature, sensitivity and context of the personal data that the  
55 controller processes;

56 (II) the nature, purpose, and value of the processes;

1 (III) any risks or harms to consumers actually or potentially arising  
2 out of the processes, including physical, financial, psychological, or  
3 reputational harms;

4 (IV) the adequacy and effect of safeguards implemented by the control-  
5 lers;

6 (V) the sufficiency of the controller's notices to consumers at  
7 describing and obtaining consent concerning the processes; and

8 (VI) the adequacy of the safeguards and monitoring practices of  
9 processors and third parties to whom the controller has provided  
10 personal data.

11 (C) The controller must retain risk assessments for at least six years  
12 and make risk assessments available to the attorney general upon  
13 request.

14 (ii) Controllers must develop, implement, and maintain reasonable  
15 safeguards to protect the security, confidentiality and integrity of the  
16 personal data of consumers including adopting reasonable administrative,  
17 technical and physical safeguards appropriate to the volume and nature  
18 of the personal data at issue.

19 (iii) (A) A controller shall limit the use and retention of a consum-  
20 er's personal data to what is necessary to provide a service or good  
21 requested by a consumer or for purposes for which the consumer has  
22 provided freely given, specific, informed, and unambiguous opt-in  
23 consent.

24 (B) At least annually, a controller shall review its retention prac-  
25 tices for the purpose of ensuring that it is maintaining the minimum  
26 amount of personal data as is necessary for the operation of its busi-  
27 ness. A controller must dispose of all personal data that is no longer  
28 (I) necessary to provide the services or goods requested by the consum-  
29 er, (II) necessary for the internal business operations of the control-  
30 ler and consistent with the disclosures made to the consumer pursuant to  
31 section twelve hundred two of this article, or (III) necessary to comply  
32 with the legal obligations of the controller.

33 (iv) Controllers shall be under a continuing obligation to engage in  
34 reasonable measures to review their activities for circumstances that  
35 may have altered their ability to identify a specific natural person and  
36 to update their classifications of data as identified or identifiable  
37 accordingly.

38 (d) Non-discrimination. (i) A controller must not discriminate against  
39 a consumer for exercising rights under this article, including but not  
40 limited to, by:

41 (A) denying services or goods to consumers;

42 (B) charging different prices for services or goods, including through  
43 the use of discounts or other benefits; imposing penalties; or providing  
44 a different level or quality of services or goods to the consumer; or

45 (C) suggesting that the consumer will receive a different price or  
46 rate for services or goods or a different level or quality of services  
47 or goods.

48 (ii) This paragraph does not apply to a controller's conduct with  
49 respect to opt-in consent, in which case paragraph (j) of subdivision  
50 two of section twelve hundred two of this article governs.

51 (e) Agreements with processors. (i) Before making any disclosure,  
52 transfer, or sale of personal data to any processor, the controller must  
53 enter into a written, signed contract with that processor. Such contract  
54 must be binding and clearly set forth instructions for processing data,  
55 the nature and purpose of processing, the type of data subject to proc-  
56 essing, the duration of processing, and the rights and obligations of

1 both parties. The contract must also include requirements that the  
2 processor must:

3 (A) ensure that each person processing personal data is subject to a  
4 duty of confidentiality with respect to the data;

5 (B) protect the data in a manner consistent with the requirements of  
6 this article and at least equal to the security requirements of the  
7 controller set forth in their publicly available policies, notices, or  
8 similar statements;

9 (C) process the data only when and to the extent necessary to comply  
10 with its legal obligations to the controller unless otherwise explicitly  
11 authorized by the controller;

12 (D) not combine the personal data which the processor receives from or  
13 on behalf of the controller with personal data which the processor  
14 receives from or on behalf of another person or collects from its own  
15 interaction with consumers;

16 (E) comply with any exercises of a consumer's rights under section  
17 twelve hundred two of this article upon the request of the controller,  
18 subject to the limitations set forth in section twelve hundred five of  
19 this article;

20 (F) at the controller's direction, delete or return all personal data  
21 to the controller as requested at the end of the provision of services,  
22 unless retention of the personal data is required by law;

23 (G) upon the reasonable request of the controller, make available to  
24 the controller all data in its possession necessary to demonstrate the  
25 processor's compliance with the obligations in this article;

26 (H) allow, and cooperate with, reasonable assessments by the control-  
27 ler or the controller's designated assessor; alternatively, the process-  
28 or may arrange for a qualified and independent assessor to conduct an  
29 assessment of the processor's policies and technical and organizational  
30 measures in support of the obligations under this article using an  
31 appropriate and accepted control standard or framework and assessment  
32 procedure for such assessments. The processor shall provide a report of  
33 such assessment to the controller upon request;

34 (I) a reasonable time in advance before disclosing or transferring the  
35 data to any further processors, notify the controller of such a proposed  
36 disclosure or transfer and provide the controller an opportunity to  
37 approve or reject the proposal; and

38 (J) engage any further processor pursuant to a written, signed  
39 contract that includes the contractual requirements provided in this  
40 paragraph, containing at minimum the same obligations that the processor  
41 has entered into with regard to the data.

42 (ii) A controller must not agree to indemnify, defend, or hold a  
43 processor harmless, or agree to a provision that has the effect of  
44 indemnifying, defending, or holding the processor harmless, from claims  
45 or liability arising from the processor's breach of the contract  
46 required by clause (A) of subparagraph (i) of this paragraph or a  
47 violation of this article. Any provision of an agreement that violates  
48 this subparagraph is contrary to public policy and is void and unen-  
49 forceable.

50 (iii) Nothing in this paragraph relieves a controller or a processor  
51 from the liabilities imposed on it by virtue of its role in the process-  
52 ing relationship as defined by this article.

53 (iv) Determining whether a person is acting as a controller or proces-  
54 sor with respect to a specific processing of data is a fact-based deter-  
55 mination that depends upon the context in which personal data is to be  
56 processed. A processor that continues to adhere to a controller's

1 instructions with respect to a specific processing of personal data  
2 remains a processor.

3 (f) Third parties. (i) A controller must not share, disclose, trans-  
4 fer, or sell personal data, or facilitate or enable the processing,  
5 disclosure, transfer, or sale of personal data to a third party for  
6 which consent of the consumer pursuant to subdivision two of section  
7 twelve hundred two of this article, has not been obtained or is not  
8 currently in effect. Any request for consent to share, disclose, trans-  
9 fer, or sell personal data, or to facilitate or enable the processing,  
10 disclosure, transfer, or sale of personal data to a third party must  
11 clearly include the identity of the third party and the processing  
12 purposes for which the third party may use the personal data.

13 (ii) A controller must not share, disclose, transfer, or sell personal  
14 data, or facilitate or enable the processing, disclosure, transfer, or  
15 sale of personal data if it can reasonably expect the personal data of a  
16 consumer to be used for purposes that the consumer has not consented to  
17 pursuant to subdivision two of section twelve hundred two of this arti-  
18 cle, or if it can reasonably expect that any rights of the consumer  
19 provided in this article would be compromised as a result of such trans-  
20 action.

21 (iii) Before making any disclosure, transfer, or sale of personal data  
22 to any third party, the controller must enter into a written, signed  
23 contract. Such contract must be binding and the scope, nature, and  
24 purpose of processing, the type of data subject to processing, the dura-  
25 tion of processing, and the rights and obligations of both parties.  
26 Such contract must include requirements that the third party:

27 (A) Process that data only to the extent permitted by the agreement  
28 entered into with the controller; and

29 (B) Provide a mechanism to comply with any exercises of a consumer's  
30 rights under section twelve hundred two of this article upon the request  
31 of the controller, subject to any limitations thereon as authorized by  
32 this article; and

33 (C) To the extent the disclosure, transfer, or sale of the personal  
34 data causes the third party to become a controller, comply with all  
35 obligations imposed on controllers under this article.

36 2. Processor responsibilities. (a) For any personal data that is  
37 obtained, received, purchased, or otherwise acquired by a processor,  
38 whether directly from a controller or indirectly from another processor,  
39 the processor must comply with the requirements set forth in clauses (A)  
40 through (J) of subparagraph (i) of paragraph (e) of subdivision one of  
41 this section.

42 (b) A processor is not required to comply with a request by the  
43 consumer submitted pursuant to this article by a consumer directly to  
44 the processor to the extent that the processor has processed the consum-  
45 er's personal data solely in its role as a processor for a controller.

46 (c) Processors shall be under a continuing obligation to engage in  
47 reasonable measures to review their activities for circumstances that  
48 may have altered their ability to identify a specific natural person and  
49 to update their classifications of data as identified or identifiable  
50 accordingly.

51 (d) A processor shall not engage in any sale of personal data other  
52 than on behalf of the controller pursuant to any agreement entered into  
53 with the controller.

54 3. Third party responsibilities. (a) For any personal data that is  
55 obtained, received, purchased, or otherwise acquired or accessed by a  
56 third party from a controller or processor, the third party must:

1 (i) Process that data only to the extent permitted by any agreements  
2 entered into with the controller;

3 (ii) Process only the personal data necessary for purposes for which  
4 freely given, specific, informed, and unambiguous opt-in consent is in  
5 effect, as conveyed by the controller, limit the use and retention of  
6 that data to what is necessary for such purposes, and shall immediately  
7 delete such personal data when notified that the consent is withheld,  
8 denied, or withdrawn;

9 (iii) Comply with any exercises of a consumer's rights under section  
10 twelve hundred two of this article upon the request of the controller or  
11 processor, subject to any limitations thereon as authorized by this  
12 article; and

13 (iv) To the extent the third party becomes a controller for personal  
14 data, comply with all obligations imposed on controllers under this  
15 article.

16 4. Exceptions. The requirements of this section shall not apply where:

17 (a) The processing is required by law;

18 (b) The processing is made pursuant to a request by a federal, state,  
19 or local government or government entity; or

20 (c) The processing significantly advances protection against criminal  
21 or tortious activity.

22 § 1204. Data brokers. 1. A data broker, as defined under this article,  
23 must:

24 (a) Annually, on or before January thirty-first following a year in  
25 which a person meets the definition of data broker in this article:

26 (i) Register with the attorney general;

27 (ii) Pay a registration fee of one hundred dollars or as otherwise  
28 determined by the attorney general pursuant to the regulatory authority  
29 granted to the attorney general under this article, not to exceed the  
30 reasonable cost of establishing and maintaining the database and infor-  
31 mational website described in this section; and

32 (iii) Provide the following information:

33 (A) the name and primary physical, email, and internet website address  
34 of the data broker;

35 (B) the name and business address of an officer or registered agent of  
36 the data broker authorized to accept legal process on behalf of the data  
37 broker;

38 (C) a statement describing the method for exercising consumers rights  
39 under section twelve hundred two of this article;

40 (D) a statement whether the data broker implements a purchaser creden-  
41 tialing process; and

42 (E) any additional information or explanation the data broker chooses  
43 to provide concerning its data collection practices.

44 2. Notwithstanding any other provision of this article, any controller  
45 that conducts business in the state of New York must:

46 (a) annually, on or before January thirty-first following a year in  
47 which a person meets the definition of controller in this article,  
48 provide to the attorney general a list of all data brokers or persons  
49 reasonably believed to be data brokers to which the controller provided  
50 personal data in the preceding year; and

51 (b) not sell a consumer's personal data to a data broker that is not  
52 registered with the attorney general.

53 3. The attorney general shall establish, manage and maintain a state-  
54 wide registry on its internet website, which shall list all registered  
55 data brokers and make accessible to the public all the information  
56 provided by data brokers pursuant to this section. Printed hard copies

1 of such registry shall be made available upon request and payment of a  
2 fee to be determined by the attorney general.

3 4. A data broker that fails to register as required by this section or  
4 submits false information in its registration is, in addition to any  
5 other injunction, penalty, or liability that may be imposed under this  
6 article, liable for civil penalties, fees, and costs in an action  
7 brought by the attorney general as follows: (a) a civil penalty of one  
8 thousand dollars for each day the data broker fails to register as  
9 required by this section or fails to correct false information, (b) an  
10 amount equal to the fees that were due during the period it failed to  
11 register, and (c) expenses incurred by the attorney general in the  
12 investigation and prosecution of the action as the court deems appropri-  
13 ate.

14 § 1205. Limitations. 1. This article does not require a controller or  
15 processor to do any of the following solely for purposes of complying  
16 with this article:

17 (a) Reidentify deidentified data;

18 (b) Comply with a verified consumer request to access, correct, or  
19 delete personal data pursuant to this article if all of the following  
20 are true:

21 (i) The controller is not reasonably capable of associating the  
22 request with the personal data;

23 (ii) The controller does not associate the personal data with other  
24 personal data about the same specific consumer as part of its normal  
25 business practice; and

26 (iii) The controller does not sell the personal data to any third  
27 party or otherwise voluntarily disclose or transfer the personal data to  
28 any processor or third party, except as otherwise permitted in this  
29 article; or

30 (c) Maintain personal data in identifiable form, or collect, obtain,  
31 retain, or access any personal data or technology, in order to be capa-  
32 ble of associating a verified consumer request with personal data.

33 2. The obligations imposed on controllers and processors under this  
34 article do not restrict a controller's or processor's ability to do any  
35 of the following, to the extent that the use of the consumer's personal  
36 data is reasonably necessary and proportionate for these purposes:

37 (a) Comply with federal, state, or local laws, rules, or regulations;

38 (b) Comply with a civil, criminal, or regulatory inquiry, investi-  
39 gation, subpoena, or summons by federal, state, local, or other govern-  
40 mental authorities;

41 (c) Cooperate with law enforcement agencies concerning conduct or  
42 activity that the controller or processor reasonably and in good faith  
43 believes may violate federal, state, or local laws, rules, or regu-  
44 lations;

45 (d) Investigate, establish, exercise, prepare for, or defend legal  
46 claims;

47 (e) Process personal data necessary to provide the services or goods  
48 requested by a consumer; perform a contract to which the consumer is a  
49 party; or take steps at the request of the consumer prior to entering  
50 into a contract;

51 (f) Take immediate steps to protect the life or physical safety of the  
52 consumer or of another natural person, and where the processing cannot  
53 be manifestly based on another legal basis;

54 (g) Prevent, detect, protect against, or respond to security inci-  
55 dents, identity theft, fraud, harassment, malicious or deceptive activ-  
56 ities, or any illegal activity; preserve the integrity or security of

1 systems; or investigate, report, or prosecute those responsible for any  
2 such action;

3 (h) Identify and repair technical errors that impair existing or  
4 intended functionality; or

5 (i) Process business contact information, including a natural person's  
6 name, position name or title, business telephone number, business  
7 address, business electronic mail address, business fax number, or qual-  
8 ifications and any other similar information about the natural person.

9 3. The obligations imposed on controllers or processors under this  
10 article do not apply where compliance by the controller or processor  
11 with this article would violate an evidentiary privilege under New York  
12 law and do not prevent a controller or processor from providing personal  
13 data concerning a consumer to a person covered by an evidentiary privi-  
14 lege under New York law as part of a privileged communication.

15 4. A controller that receives a request pursuant to subdivisions three  
16 through six of section twelve hundred two of this article, or a process-  
17 or or third party to whom a controller communicates such a request, may  
18 decline to fulfill the relevant part of such request if:

19 (a) the controller, processor, or third party is unable to verify the  
20 request using commercially reasonable efforts, as described in paragraph  
21 (c) of subdivision eight of section twelve hundred two of this article;

22 (b) complying with the request would be demonstrably impossible (for  
23 purposes of this paragraph, the receipt of a large number of verified  
24 requests, on its own, is not sufficient to render compliance with a  
25 request demonstrably impossible);

26 (c) complying with the request would impair the privacy of another  
27 individual or the rights of another to exercise free speech; or

28 (d) the personal data was created by a natural person other than the  
29 consumer making the request and is being processed for the purpose of  
30 facilitating interpersonal relationships or public discussion.

31 § 1206. Enforcement and private right of action. 1. Whenever it  
32 appears to the attorney general, either upon complaint or otherwise,  
33 that any person or persons has engaged in or is about to engage in any  
34 of the acts or practices stated to be unlawful under this article, the  
35 attorney general may bring an action or special proceeding in the name  
36 and on behalf of the people of the state of New York to enjoin any  
37 violation of this article, to obtain restitution of any moneys or prop-  
38 erty obtained directly or indirectly by any such violation, to obtain  
39 disgorgement of any profits obtained directly or indirectly by any such  
40 violation, to obtain civil penalties of not more than fifteen thousand  
41 dollars per violation, and to obtain any such other and further relief  
42 as the court may deem proper, including preliminary relief.

43 (a) Any action or special proceeding brought by the attorney general  
44 pursuant to this section must be commenced within six years.

45 (b) Each instance of unlawful processing counts as a separate  
46 violation. Unlawful processing of the personal data of more than one  
47 consumer counts as a separate violation as to each consumer. Each  
48 provision of this article that is violated counts as a separate  
49 violation.

50 (c) In assessing the amount of penalties, the court must consider any  
51 one or more of the relevant circumstances presented by any of the  
52 parties, including, but not limited to, the nature and seriousness of  
53 the misconduct, the number of violations, the persistence of the miscon-  
54 duct, the length of time over which the misconduct occurred, the will-  
55 fulness of the violator's misconduct, and the violator's financial  
56 condition.

1 2. In connection with any proposed action or special proceeding under  
2 this section, the attorney general is authorized to take proof and make  
3 a determination of the relevant facts, and to issue subpoenas in accord-  
4 ance with the civil practice law and rules. The attorney general may  
5 also require such other data and information as such attorney general  
6 may deem relevant and may require written responses to questions under  
7 oath. Such power of subpoena and examination shall not abate or termi-  
8 nate by reason of any action or special proceeding brought by the attor-  
9 ney general under this article.

10 3. Any person, within or outside the state, who the attorney general  
11 believes may be in possession, custody, or control of any books, papers,  
12 or other things, or may have information, relevant to acts or practices  
13 stated to be unlawful in this article is subject to the service of a  
14 subpoena issued by the attorney general pursuant to this section.  
15 Service may be made in any manner that is authorized for service of a  
16 subpoena or a summons by the state in which service is made.

17 4. (a) Failure to comply with a subpoena issued pursuant to this  
18 section without reasonable cause tolls the applicable statutes of limi-  
19 tations in any action or special proceeding brought by the attorney  
20 general against the noncompliant person that arises out of the attorney  
21 general's investigation.

22 (b) If a person fails to comply with a subpoena issued pursuant to  
23 this section, the attorney general may move in the supreme court to  
24 compel compliance. If the court finds that the subpoena was authorized,  
25 it shall order compliance and may impose a civil penalty of up to five  
26 hundred dollars per day of noncompliance.

27 (c) Such tolling and civil penalty shall be in addition to any other  
28 penalties or remedies provided by law for noncompliance with a subpoena.

29 5. This section shall apply to all acts declared to be unlawful under  
30 this article, whether or not subject to any other law of this state, and  
31 shall not supersede, amend or repeal any other law of this state under  
32 which the attorney general is authorized to take any action or conduct  
33 any inquiry.

34 6. Any consumer who has been injured by a violation of subdivision  
35 two, seven or eight of section twelve hundred two of this article may  
36 bring an action in their own name to enjoin such unlawful act or prac-  
37 tice and to recover the actual damages or one thousand dollars, whichev-  
38 er is greater. The court may also award reasonable attorneys' fees to a  
39 prevailing plaintiff. Actions pursuant to this section may be brought  
40 on a class-wide basis.

41 § 1207. Miscellaneous. 1. Preemption: This article does not annul,  
42 alter, or affect the laws, ordinances, regulations, or the equivalent  
43 adopted by any local entity regarding the processing, collection, trans-  
44 fer, disclosure, and sale of consumers' personal data by a controller or  
45 processor subject to this article, except to the extent those laws,  
46 ordinances, regulations, or the equivalent create requirements or obli-  
47 gations that conflict with or reduce the protections afforded to consum-  
48 ers under this article.

49 2. Impact report: The attorney general shall issue a report evaluating  
50 this article, its scope, any complaints from consumers or persons, the  
51 liability and enforcement provisions of this article including, but not  
52 limited to, the effectiveness of its efforts to enforce this article,  
53 and any recommendations for changes to such provisions. The attorney  
54 general shall submit the report to the governor, the temporary president  
55 of the senate, the speaker of the assembly, and the appropriate commit-

1 tees of the legislature within two years of the effective date of this  
2 section.

3 3. Regulatory authority: (a) The attorney general is hereby authorized  
4 and empowered to adopt, promulgate, amend and rescind suitable rules and  
5 regulations to carry out the provisions of this article, including rules  
6 governing the form and content of any disclosures or communications  
7 required by this article.

8 (b) The attorney general may request data and information from  
9 controllers conducting business in New York state, other New York state  
10 government entities administering notice and consent regimes, consumer  
11 protection and privacy advocates and researchers, internet standards  
12 setting bodies, such as the internet engineering taskforce and the  
13 institute of electrical and electronics engineers, and other relevant  
14 sources, to conduct studies to inform suitable rules and regulations.  
15 The attorney general shall receive, upon request, data from other New  
16 York state governmental entities.

17 4. Exercise of rights: Any consumer right set forth in this article  
18 may be exercised at any time by the consumer who is the subject of the  
19 data or by a parent or guardian authorized by law to take actions of  
20 legal consequence on behalf of the consumer who is the subject of the  
21 data. An agent authorized by a consumer may exercise the consumer rights  
22 set forth in subdivisions three through six of section twelve hundred  
23 two of this article on the consumer's behalf.

24 § 4. This act shall take effect immediately; provided, however, that  
25 sections 1201, 1202, 1203, 1205, 1206 and 1207 of the general business  
26 law, as added by section three of this act, shall take effect two years  
27 after it shall have become a law but the private right of action author-  
28 ized by subdivision 6 of section 1206 of the general business law shall  
29 take effect three years after such section shall have become a law.