STATE OF NEW YORK

9044

2025-2026 Regular Sessions

IN ASSEMBLY

September 5, 2025

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

AN ACT to amend the general business law, in relation to prohibited practices related to loot boxes

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 399-l to read as follows:

§ 399-l. Prohibited practices related to loot boxes. 1. The following terms shall have the following meanings:

(a) "Loot box" shall mean any physical or digital container or equivalent that, when opened, awards the purchaser one or more randomized rewards.

(b) "Person" shall mean any natural person, entity, or group or persons or entities acting in concert, including but not limited to any third-party providers, affiliated entities, subsidiaries, parent companies, joint ventures, partnerships, agents, or employees thereof, or any entity or individual acting at the direction of, in cooperation with, under contract or in partnership with, or financially benefitting from another person or entity. Multiple persons in partnership or under contract, where one or more persons financially benefit from such partnership or contract shall be treated as one person for purposes of this section.

(c) "Liquid digital item" shall mean any digital item that can be sold on a digital marketplace.

(d) "Repurchase" shall mean the act of offering a consumer money, cash equivalents, cryptocurrency, including non-fungible tokens, another loot box or similar item, a liquid digital item, any right, privilege, status, service, experience, or access, or points that can be redeemed to purchase another loot box, item, cash or cash equivalent, cryptocur-

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

LBD13589-01-5

rency or a liquid digital item in exchange for some or all of the contents of a loot box.

2. No person offering loot boxes to consumers within the state shall repurchase the contents of any such loot box whether directly themselves or indirectly through a third-party provider, affiliated entity, subsidiary, parent company, joint ventures, partnership, agent, or employee thereof, or through any other contractual arrangement with another in exchange for money, cash equivalents, cryptocurrency, including non-fungible tokens, another loot box or similar item, a liquid digital item, any right, privilege, status, service, experience, or access, or points that can be redeemed to purchase another loot box, item, cash or cash equivalent, cryptocurrency or a liquid digital item, nor may any third-party provider, affiliated entity, subsidiary, parent company, joint venture, partnership, agent, or employee thereof, or another through any other contractual arrangement repurchase or redeem those contents for such value.

3. No loot box shall contain money or any cash equivalent or cryptocurrency, including non-fungible tokens, any status, tier, membership level, or credential, or points that can be redeemed to purchase another loot box, item, cash or cash equivalent, cryptocurrency or a liquid digital item.

4. A person who violates the provisions of this section shall be subject to a civil penalty of one thousand dollars per violation or three times such revenue derived from such violation, whichever is greater. For purposes of this section, the person or entity providing such loot boxes shall be held liable for the conduct of any third-party provider, affiliated entity, subsidiary, parent company, joint venture, partnership, agent, or employee thereof, or another through any other contractual arrangement provided however that where the person or entity providing such loot boxes is not subject to the jurisdiction of the attorney general, any third-party provider, affiliated entity, subsidiary, parent company, joint venture, partnership, agent, or employee thereof, or another through any other contractual arrangement that is subject to the jurisdiction of the attorney general shall be jointly and severally liable for such penalty.

§ 2. This act shall take effect immediately.