STATE OF NEW YORK

9135

2025-2026 Regular Sessions

IN ASSEMBLY

October 17, 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 online marketplace verification

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 396-ddd to read as follows:

§ 396-ddd. Online marketplace verification. 1. An online marketplace shall require every person engaged in a transaction on its marketplace website, application or software, to verify their identity with the online marketplace. For the purposes of this section, "online marketplace" shall mean any website, application or software connected to the internet which, in the regular course of business, allows members of the public to buy and sell goods and services.

2. The verification required by subdivision one of this section shall be conducted through a method reasonably designed to identify the true identity of a person.

3. An online marketplace shall be liable for a civil penalty of five hundred dollars per sale made between any parties which is made in violation of this section.

§ 2. This act shall take effect on the ninetieth 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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