

# STATE OF NEW YORK

5537

2025-2026 Regular Sessions

## IN SENATE

February 24, 2025

Introduced by Sen. GONZALEZ -- read twice and ordered printed, and when printed to be committed to the Committee on Racing, Gaming and Wagering

AN ACT to amend the racing, pari-mutuel wagering and breeding law, in relation to prohibiting mobile sports wagering operators and platforms from sending push notifications or text message notifications

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

1 Section 1. This act shall be known and may be cited as the "regulating  
2 addictive notifications act".  
3 § 2. Legislative intent. To address public health concerns involving  
4 gambling addiction arising from the legalization of mobile sports  
5 betting in New York, this legislation prevents New Yorkers from receiv-  
6 ing push notifications that solicit wagers and deposits for wagers.  
7 Research has shown that mobile sports betting increases the likelihood  
8 of risky betting behavior, problem gambling, and addiction, driven by  
9 the accessibility, privacy, and ease of use offered by mobile devices.  
10 Mobile devices enable constant engagement with betting applications by  
11 reducing barriers to responsible gambling and allowing users to instant-  
12 ly act on gambling urges anytime and anywhere in the state. The risk is  
13 greatest among young people, who typically spend more time on mobile  
14 devices, and vulnerable populations.  
15 Push notifications soliciting wagers and deposits may appear even when  
16 mobile sports betting applications are closed. Such solicitation is more  
17 invasive than traditional advertising and can exploit moments of vulner-  
18 ability or weakness, undermining the ability of New Yorkers to gamble  
19 deliberately and responsibly. Opting New Yorkers out of such unsolicited  
20 gambling push notifications and solicitation is crucial to mitigate  
21 harmful effects of risky betting, problem gambling, and addiction, which  
22 can result in financial and occupational ruin, mental and emotional

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

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1 illness, the destruction of families, domestic violence, self-harm, and  
2 suicide.

3 § 3. Subdivision 4 of section 1367-a of the racing, pari-mutuel wager-  
4 ing and breeding law is amended by adding a new paragraph (k) to read as  
5 follows:

6 (k) Mobile sports wagering operators and mobile sports wagering plat-  
7 forms shall be prohibited from initiating or sending mobile device push  
8 notifications or text message notifications, including alerts, relating  
9 to the solicitation of sports wagers or deposits from a mobile sports  
10 wagering operator's platform on which an authorized sports bettor may  
11 place a sports wager. For the purposes of this paragraph, the term  
12 "push notification" means an automatic electronic message displayed on  
13 an account holder's device, when the user interface for the mobile  
14 sports wagering operator's platform is not actively open or visible on  
15 the device, that prompts the account holder to check or engage with such  
16 platform.

17 § 4. This act shall take effect immediately.