

STATE OF NEW YORK

7573

2025-2026 Regular Sessions

IN SENATE

April 22, 2025

Introduced by Sen. CLEARE -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to requiring that digital coupons are made available to consumers in paper form of identical value

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

1 Section 1. The general business law is amended by adding a new section
2 396-oo to read as follows:

3 § 396-oo. Digital coupons; availability of paper coupons. 1. For
4 purposes of this section, "digital coupon" means a store coupon, rebate
5 or similar instrument that is offered to a consumer through the inter-
6 net.

7 2. A person selling or offering for sale goods or services at retail
8 that offers a digital coupon shall make available to a consumer a paper
9 coupon of identical value.

10 3. Any person that violates the provisions of subdivision two of this
11 section shall be subject to a civil penalty of up to twenty-five hundred
12 dollars for a first offense and up to five thousand dollars for any
13 subsequent offense, which may be collected and enforced by the division
14 of consumer protection established pursuant to section ninety-four-a of
15 the executive law.

16 4. The secretary of state, on behalf of the division of consumer
17 protection, shall adopt rules and regulations necessary to effectuate
18 the purposes of this section.

19 § 2. This act shall take effect six months after it shall have become
20 a law. Effective immediately, the addition, amendment, and/or repeal of
21 any rule or regulation necessary for the implementation of this act on
22 its effective date are authorized to be made and completed on or before
23 such effective date.

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

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