

# STATE OF NEW YORK

8470

2025-2026 Regular Sessions

## IN SENATE

August 6, 2025

Introduced by Sen. LIU -- read twice and ordered printed, and when printed to be committed to the Committee on Rules

AN ACT to amend the general business law, in relation to enacting the Robocall Identification and Notification for Guarding consumers act

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

1 Section 1. Short title. This act shall be known and may be cited as  
2 the "Robocall Identification and Notification for Guarding consumers  
3 Act" or the "RING Act".

4 § 2. Legislative findings and intent. The legislature finds that the  
5 increasing prevalence of phone call spoofing, robocalls, and fraudulent  
6 telemarketing poses a threat to consumer trust and public safety. While  
7 the implementation of STIR/SHAKEN technology helps authenticate caller  
8 identities, consumers are often unaware of whether a call has been veri-  
9 fied at the time of receipt. While the Federal Communications Commis-  
10 sion requires voice service providers to implement STIR/SHAKEN, an  
11 authentication protocol that uses cryptography to ensure that calls are  
12 from the numbers they display and makes it easier to trace illegal calls  
13 back to their source, voice service providers are not required to indi-  
14 cate a call's verification status to customers. This act is intended to  
15 close that gap by ensuring voice service providers clearly and promptly  
16 display verification status to the call recipient, thereby empowering  
17 New Yorkers to make safer decisions when answering phone calls.

18 § 3. Subdivisions 4, 5 and 6 of section 399-z-1 of the general busi-  
19 ness law, as added by chapter 585 of the laws of 2021, are renumbered  
20 subdivisions 5, 6 and 7, and a new subdivision 4 is added to read as  
21 follows:

22 4. (a) Every voice service provider operating in the state of New York  
23 shall ensure that for each incoming call to a customer:

24 (i) the caller identification verification status as determined by a  
25 STIR/SHAKEN framework or successor protocol is received, processed, and

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

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1 evaluated in real time and, where technically feasible, such verifica-  
2 tion status shall be displayed to the customer at the time of the incom-  
3 ing call; and

4 (ii) verification status is displayed to the customer with language,  
5 determined by the commissioner, that shall correspond to levels of  
6 STIR/SHAKEN attestation language or visual indicators, as determined by  
7 the commissioner, that shall correspond to levels of STIR/SHAKEN attes-  
8 tation.

9 (b) The public service commission shall have the authority to revise  
10 or expand the accompanying language and visual indicators as necessary  
11 to ensure clarity and effectiveness.

12 (c) Voice service providers shall file annual reports with the public  
13 service commission detailing their implementation progress, challenges,  
14 and compliance rates.

15 (d) The public service commission shall promulgate rules to enforce  
16 this section and may grant temporary waivers or extensions not exceeding  
17 twelve months where voice service providers demonstrate good-faith tech-  
18 nological barriers.

19 (e) Any voice service provider found in violation of this section may  
20 be subject to a civil penalty not to exceed ten thousand dollars per day  
21 of non-compliance.

22 (f) No voice service provider shall knowingly fail to present caller  
23 identification verification information to a customer in real time if  
24 such data is available and the device or application supports its  
25 display.

26 § 4. Severability. If any clause, sentence, paragraph, subdivision,  
27 section or part of this act shall be adjudged by any court of competent  
28 jurisdiction to be invalid, such judgment shall not affect, impair, or  
29 invalidate the remainder thereof, but shall be confined in its operation  
30 to the clause, sentence, paragraph, subdivision, section or part thereof  
31 directly involved in the controversy in which such judgment shall have  
32 been rendered. It is hereby declared to be the intent of the legislature  
33 that this act would have been enacted even if such invalid provisions  
34 had not been included herein.

35 § 5. This act shall take effect one year after it shall have become a  
36 law. Effective immediately, the addition, amendment and/or repeal of any  
37 rule or regulation necessary for the implementation of this act on its  
38 effective date are authorized to be made and completed on or before such  
39 effective date.