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:

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

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

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

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

(i) the caller identification verification status as determined by a 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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evaluated in real time and, where technically feasible, such verification status shall be displayed to the customer at the time of the incoming call; and

(ii) verification status is displayed to the customer with language, determined by the commissioner, that shall correspond to levels of STIR/SHAKEN attestation language or visual indicators, as determined by the commissioner, that shall correspond to levels of STIR/SHAKEN attestation.

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

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

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

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

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

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

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