STATE OF NEW YORK

8666--B

IN SENATE

January 7, 2026

Introduced by Sen. MAY -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection -- reported favorably from said committee, ordered to first and second report, ordered to a third reading, amended and ordered reprinted, retaining its place in the order of third reading -- reported favorably from said committee and committed to the Committee on Rules -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the general business law, in relation to requirements of youth sports organizations

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 article 41-A to read as follows:

ARTICLE 41-A
YOUTH SPORTS

Section 1050. Short title.
1051. Definitions.
1052. Youth sports agreements and disclosure of total annual costs.
1053. Stay-to-play prohibited.
1054. Data privacy.
1055. Youth sports organization in-person recording and photography restrictions.
1056. Construction.
1057. Investor liability.
1058. Arbitration.
1059. Rulemaking authority.
1060. Enforcement.

§ 1050. Short title. This article shall be known and may be cited as the "love of the game act".

§ 1051. Definitions. As used in this article:

1. "Affiliate" means, with respect to any specified entity, a separate entity that directly, or indirectly through one or more intermediaries,

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

LBD14142-06-6

controls or is controlled by, or is under common control with, such specified entity.

2. "Control", "controlling", "controlled by" and "under common control with" mean the direct or indirect power to direct or cause the direction of the management and policies of an entity, whether through the ownership of voting securities, by contract, or otherwise.

3."Controlled group" means two or more entities that are affiliates of each other.

4. "Athlete" means any person training, practicing, or participating as a competitor in a youth sports event.

5. "Personal data" means any data that infers, identifies or could reasonably be linked, directly or indirectly, with a specific natural person or household, including, but not limited to, biometrics, health information, performance tracking, financial information, location, or other information collected by a youth sports organization through registration documents or player platforms.

6.(a) "Personal media" means video, audio, or still photography captured by an attendee at a youth sports event from a physical location inside the youth sports facility using a personal device.

(b) "Personal media" shall not include commercial livestreaming, broadcasting, drones, or professional-grade filming.

7. "Player platform" means any digital system used by a youth sports organization for registration, tracking, communicating, recruiting, or data collection.

8. "Professional media package" means any commercially offered subscription, pay-per-view access, photography service, or streaming product.

9. "Stay-to-play arrangement" means any contract provision or requirement that conditions athlete or household participation in a youth sports organization on using a designated vendor affiliated with or controlled by such youth sports organization, including but not limited to, transportation or lodging vendors.

10. "Sports season" means a period not exceeding twelve months within which a youth sports organization holds youth sports events, including any tryouts, preseason, regular season or post-season youth sports events, all-star showcases, exhibition games, training and practices.

11. "Total annual costs" means the total mandatory costs an athlete is required to pay to participate in a sports season, regardless of when such costs are incurred or due, including, but not limited to, registration fees, uniform and other equipment costs, travel costs, tournament costs, costs for officials such as referees, judges and umpires, and foreseeable additional costs that arise throughout the sports season.

12. "Youth sports facility" means any indoor or outdoor venue, including but not limited to athletic complexes, aquatic complexes, fields, courts, stadiums, gymnasiums, pools, ranges, courses, and training facilities, in the state of New York that hosts youth sports events.

13. "Youth sports event" means any organized athletic event, game or competition in which the majority of athletes are eighteen years of age and under.

14. "Youth sports organization" means any entity that organizes, manages, governs, hosts, runs or facilitates, recruits for, or oversees youth sports events.

§ 1052. Youth sports agreements and disclosure of total annual costs. 1. No athlete or parental authorization agreement with a youth sports organization or affiliate shall contain any provision:

(a) requiring exclusivity with such youth sports organization that prohibits an athlete from participating in any other youth sports organization, provided, however, that a provision prohibiting simultaneously competing for multiple teams within the same youth sports organization during the same sports season shall not be prohibited under this paragraph;

(b) including a stay-to-play arrangement;

(c) requiring commitment to such youth sports organization for more than one sports season; or

(d) imposing any undisclosed penalties for athlete withdrawal before the end of a sports season, provided any such provision providing for the forfeiture of costs already paid prior to such withdrawal shall not be in violation of this paragraph.

2. Athlete and parent agreements with a youth sports organization shall contain a plain-language summary of all material terms, including, but not limited to, costs, penalties, standard participation provisions, and a disclosure that the length of the sports season shall not exceed twelve months.

3. Each youth sports organization shall provide in writing to every athlete and their parent and/or guardian a complete itemized list of all total annual costs and fees, including mandatory equipment costs and the total annual costs associated with the sports season, as part of any contract or agreement to participate in such sports season, and any penalties for withdrawal. Such contract or agreement shall be provided to every athlete's parent and/or guardian at least fifteen days before the start of each sports season. Where an athlete expresses interest in participation within such fifteen-day period, a contract or agreement shall be provided as soon as practicable.

4. Optional and elective fees and costs shall be clearly and conspicuously labeled as optional or elective and shall not be necessary for entry or participation. Optional and elective fees that occur during a sports season shall be disclosed as soon as practicable.

5. No fees or other additional charges shall be imposed on an athlete for participation in a youth sports organization except those included in an itemized list pursuant to subdivision three of this section, and any optional and elective fees pursuant to subdivision four of this section.

6. Each youth sports agreement and disclosure shall disclose any contracts or agreements that a youth sports organization has with any affiliate or vendor with respect to any costs, fees or additional charges, and shall disclose the amount and/or percentage of compensation such affiliate or vendor receives with respect to each such cost, fee, or additional charge.

§ 1053. Stay-to-play prohibited. It shall be unlawful for a youth sports organization to condition participation in a sports season on a stay-to-play arrangement. No youth sports organization shall impose, directly or indirectly, penalties of any kind, including, but not limited to, disqualification, increased fees, or adverse seeding preferences, against an athlete, an athlete's parent or guardian, or team that chooses to engage with vendors other than vendors recommended or affiliated with such youth sports organization.

§ 1054. Data privacy. 1. Youth sports organizations may collect and maintain information regarding athletes to administer the services necessary or requested for a sports season. Information shared by or on behalf of an athlete to a youth sports organization shall be maintained pursuant to all applicable data privacy laws and regulations.

2. (a) Each youth sports organization shall provide to each athlete and their parent and/or guardian an athlete's bill of rights for data privacy and security, in writing, with any contract or agreement to participate in a sports season under section one thousand fifty-two of this article, and by publication on such youth sports organization's website. Each such athlete's bill of rights shall state in clear and plain terms:

(i) that personally identifiable information of an athlete and/or their household shall not be sold or released for any commercial purposes, including but not limited to targeted advertising;

(ii) that athletes and their parents and/or guardians have the right to inspect and review their record with the youth sports organization and shall have the right to have their personal data deleted by such youth sports organization upon request;

(iii) that athlete and household data shall not be collected or retained for longer than necessary to fulfill the purpose for which it was collected;

(iv) any state and federal laws protecting the confidentiality of personally identifiable information;

(v) that safeguards associated with protecting the confidentiality of personally identifiable information aligning with industry standards and best practices, including but not limited to, encryption, firewalls, and password protection, shall be in place when data is stored or transferred;

(vi) any supplemental information regarding relationships with third-party vendors pursuant to subdivision three of this section; and

(vii) any supplemental information on how to exercise parental rights.

3. Each youth sports organization shall provide to parents and guardians of athletes, supplemental information for each agreement or contract such youth sports organization enters into with a third-party vendor where such third-party vendor receives athlete data. Such supplemental information shall include:

(i) the exclusive purposes for which such athlete data will be used;

(ii) how such third-party vendor will abide by data protection and security requirements; and

(iii) when such agreement or contract expires and what will happen to the athlete data upon expiration of such agreement or contract.

§ 1055. Youth sports organization in-person recording and photography restrictions. 1. Youth sports organizations and youth sports facilities shall not:

(a) prohibit, restrict, or penalize an attendee for creating personal media at any youth sports event at which spectators are permitted, except where permissible pursuant to subdivision three of this section;

(b) impose a penalty or rescind any privilege because an attendee created personal media at any portion of a youth sports event, including but not limited to disqualification or loss of registration privileges;

(c) require the separate purchase of a professional media package as a condition of usage of a youth sports facility, player registration, team entry, team membership, enrollment, or spectator admission;

(d) bundle or embed a professional media package into registration fees, tournament fees, membership fees, admission charges, or other similar fees or payments without separately, clearly, and conspicuously itemizing the cost of the package prior to the time of registration; or

(e) maintain, offer, or enter into a waiver, contract, registration form, agreement, rule, or policy that conflicts with the requirements of this article.

2. Prior to registration or entry for a youth sports event, where a professional media package is made available to attendees, youth sports organizations shall conspicuously disclose in writing at the time it is made available:

(a) whether the professional media package is optional;

(b) the full price of any offered media services in connection with the professional media package; and

(c) the identity of the professional media package vendor and any affiliated relationship between such vendor and the youth sports organization or youth sports facility.

3. A youth sports organization or youth sports facility may impose restrictions on the capturing of personal media:

(a) where the youth sports organization has a documented safety or privacy rationale, unrelated to commercial interest;

(b) for specific zones, such as locker rooms or staging areas where the general public is not permitted; and

(c) where there is a uniform restriction on all attendees, unrelated to the purchase of a professional media package.

§ 1056. Construction. 1. Nothing in this article shall be construed as prohibiting a youth sports organization or youth sports facility from entering into exclusive arrangements with third-party vendors, or providing services through affiliated services, provided that such arrangements comply with this article and do not otherwise form the basis for commitments binding athletes, parents and/or guardians to utilize such vendors except as permitted through this article and any regulations promulgated thereunder.

2. Nothing in this article shall alter existing state or federal laws governing the commercial use of a minor's image or likeness. Youth sports organizations may continue to require parental consent for the publication of a minor athlete's photograph or video in organizational media, websites, or promotional materials, establish reasonable social media policies governing the posting of athletes' images by third-parties or enforce prohibitions on the recording of minors in private areas.

3. This article shall not apply to:

(a) interscholastic athletic programs organized, operated, or governed by a public or private elementary or secondary school, school district, board of cooperative educational services or state athletic association governing school-based sports;

(b) athletic programs organized or sanctioned by the United States Olympic and Paralympic Committee or any national governing body designated under the Ted Stevens Olympic and Amateur Sports Act, 36 U.S.C. § 220501; or

(c) youth sports organizations whose total annual costs, fees, and additional charges do not exceed one hundred dollars per sports season.

4. Any provision of a contract or agreement for athlete association with a youth sports organization, and any parental consent agreements, purporting to waive rights under this article, or authorize fees, material terms, or penalties not disclosed pursuant to section one thousand fifty-two of this article shall be null and void as contrary to public policy.

§ 1057. Investor liability. All entities in any controlled group that includes one or more entities controlling a youth sports organization shall be jointly and severally liable for any violations of this article, or of any other laws of the state regulating labor or the safety of

minors, by such youth sports organization, regardless of the corporate form of such youth sports organization.

§ 1058. Arbitration. No pre-dispute arbitration agreement or pre-dispute joint action waiver shall be valid or enforceable with regard to a dispute arising under this article. For the purposes of this section the term "pre-dispute arbitration agreement" means any agreement to arbitrate a dispute that has not arisen at the time of the making of such agreement. For the purposes of this section, the term "pre-dispute joint-action waiver" means an agreement, whether or not part of a pre-dispute arbitration agreement, that would prohibit or waive the right of any of the parties to such agreement to participate in a joint, class, or collective action in a judicial, arbitral, administrative, or other related forum, concerning a dispute that has not yet arisen at the time of the making of such agreement.

§ 1059. Rulemaking authority. The department of state shall have the authority to promulgate any rules and/or regulations necessary for the implementation of this article, and to provide guidance on the provisions of this article. The department may develop one or more model policies or templates for use by youth sports organizations or their affiliates.

§ 1060. Enforcement. 1. Any person who has been injured by reason of any violation of this article may bring an action in their own name to enjoin such unlawful act or practice, an action to recover such person's actual damages or one thousand five hundred dollars, whichever is greater. The court may, at its discretion, increase the award of damages to an amount not to exceed three times the actual damages if the court finds the defendant willfully or knowingly violated this article. The court may award reasonable attorneys' fees to a prevailing plaintiff.

2. (a) In addition to the other remedies provided, whenever there shall be a violation of this article, application may be made by the attorney general in the name of the people of the state of New York to a court or justice having jurisdiction by a special proceeding to issue an injunction, and upon notice to the defendant of not less than five days, to enjoin and restrain the continuance of such violations; and if it shall appear to the satisfaction of the court or justice that the defendant has, in fact, violated this article, an injunction may be issued by such court or justice, enjoining and restraining any further violation, without requiring proof that any person has, in fact, been injured or damaged thereby. Whenever the court shall determine that a violation of this article has occurred, the court may impose a civil penalty of not less than one thousand five hundred dollars for each such violation. Each day a violation of this article is continued shall constitute a separate violation.

(b) In addition to any remedies and penalties set forth in this section, the court may:

(i) require the defendant disgorge any revenue, fees, special dividends, or other forms of profit extracted from a youth sports organization through prohibited practices, including any pre-judgment and post-judgment interest;

(ii) refund all deceptive fees charged directly or indirectly to athletes and/or their parent and/or guardian;

(iii) forgive and void in full any debts or outstanding payments owed by the local community, and any employees, families, athletes, participants, or consumers that were related to or resulted from prohibited practices under this article;

(iv) disgorge or delete any proprietary consumer data, athlete or parental data, or operational data acquired or collected during the period of engaging in prohibited practices; and

(v) require the defendant to transfer all data, algorithms, software, licenses, platforms and other technology necessary to operate the sports season effectively and without interruption to another youth sports organization in good standing as designated by the court, and relinquish any past, present, and future ownership rights, provided that notice of such transfer has been provided to all athletes and households.

§ 2. This act shall take effect on the ninetieth day 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.