

**LOCAL LAWS
OF
THE CITY OF NEW YORK
FOR THE YEAR 2025**

No. 101

Introduced by Council Members Won, Menin, Krishnan, Hanif, Farías, Avilés, Ayala, Hudson, Banks, Brooks-Powers, Nurse, Feliz, Brewer, Marte, Louis, Cabán, Schulman, De La Rosa, Gutiérrez, Rivera and the Public Advocate (Mr. Williams).

A LOCAL LAW

To amend the administrative code of the city of New York, in relation to requiring a notice on advertisements of immigration assistance services and increasing penalties for violations of requirements that apply to immigration assistance services

Be it enacted by the Council as follows:

Section 1. Subdivision a of section 20-777.2 of the administrative code of the city of New York, as amended by local law number 63 for the year 2017, is amended to read as follows:

a. Every provider who advertises immigration assistance services by signs, pamphlets, newspapers, *images* or any other means shall post or otherwise include with the advertisement a notice in English and in the language in which the advertisement appears. The notice must be of a conspicuous size and must state: “The individual offering to provide immigration assistance services is not an attorney licensed to practice law or accredited by the United States department of justice to provide representation before the United States citizenship and immigration services, the executive office for immigration review, the department of homeland security, the department of justice, the department of labor, the department of state or any immigration authorities and may not give legal advice or accept fees for legal advice.”

§ 2. Paragraph 2 of subdivision a of section 20-779.1 of the administrative code of the city of New York, as amended by local law number 80 for the year 2020, is amended to read as follows:

(2) Civil Penalties. Any provider of immigration assistance services who violates any provision of this subchapter or any rule or regulation promulgated hereunder shall be liable for a civil penalty of not less than [five hundred dollars] \$5,000 nor more than [five thousand dollars] \$10,000 for the first violation and for each succeeding violation a civil penalty of not less than [one thousand dollars] \$10,000 nor more than [ten thousand dollars] \$15,000, *except that any provider of immigration assistance services who violates section 20-776 or subdivision b of 20-777.2 of this subchapter, or any rule or regulation promulgated thereunder, shall be liable for a civil penalty of not less than \$7,500 nor more than \$10,000 for the first violation and for each succeeding violation a civil penalty of not less than \$18,000 nor more than \$20,000.*

§ 3. This local law takes effect immediately.

THE CITY OF NEW YORK, OFFICE OF THE CITY CLERK, s.s.:

I hereby certify that the foregoing is a true copy of a local law of The City of New York, passed by the Council on June 30, 2025 and returned unsigned by the Mayor on July 31, 2025.

MICHAEL M. McSWEENEY, City Clerk, Clerk of the Council.

CERTIFICATION OF CORPORATION COUNSEL

I hereby certify that the form of the enclosed local law (Local Law No. 101 of 2025, Council Int. No. 980-A of 2024) to be filed with the Secretary of State contains the correct text of the local law passed by the New York City Council, presented to the Mayor, and neither approved nor disapproved within thirty days thereafter.

SPENCER FISHER, Acting Corporation Counsel.