**Plain Language Summary**

**Current Introduction Number:**

Int. No. 1622

**Prime Sponsors:**

By Council Members Chin, Ayala, Rosenthal, Brannan, Adams, Levine, Powers, Cabrera, Gibson, Salamanca, Dromm, Lander, Rivera, Reynoso, Kallos, Barron, Rose and Ampry-Samuel (by request of the Mayor)

**Bill Title:**

A Local Law to amend the administrative code of the city of New York, in relation to remedying fraudulent, deceptive and unconscionable business practices

**Bill Summary:**

**This plain language summary is for informational purposes only and does not substitute for legal counsel. For more information, you should review the full text of the bill, which is available online at legistar.council.nyc.gov.**

This bill will update the Consumer Protection Law (CPL), to ensure that the CPL continues to be a robust enforcement tool against deceptive business practices.  For example, the CPL’s penalty provisions have not changed since 1969.  The bill updates the penalty amounts to make them more appropriate to businesses operating in 2019 and makes explicit that the agency can seek daily penalties for deceptive conduct.  The bill also modernizes the substantive provisions of the CPL by, for example, clarifying the agency’s power to combat online deceptive practices and defining as deceptive the failure of a business to provide translations of documents for transactions not primarily negotiated in English. The bill also makes explicit for the first time the forms of relief the agency can seek under the CPL at OATH. And, it would allow the agency to initiate a state court case through the more streamlined process of a proceeding.  These changes will provide for a stronger CPL, one that will better position the agency to protect all New Yorkers from unscrupulous businesses and individuals.

**Effective Date:**

Immediately

**Legislative Impact:**

[ ]  **Agency Rulemaking Required**: Is City agency rulemaking required?

[ ]  **Report Required**: Is a report due to Council required?

[ ]  **Sunset Date Included**: Does the legislation have a sunset date?

[ ]  **Council Appointment Required**: Is an appointment by the Council required?

[ ]  **Other Appointment Required**: Are other appointments not by the Council required?

**Note:** In the full bill text online at legistar.council.nyc.gov, language in proposed consolidated laws that is enclosed by [brackets] would be deleted, and language that is underlined would be new. Language in proposed unconsolidated laws, in contrast, will not have brackets or underlining because it would be entirely new. Consolidation means that the law is placed in the New York City Charter or Administrative Code.