

# New York City Biometric Identifier Information Law

On October 10, 2024, Adam Pollock, Managing Partner at Pollock Cohen LLP, taught a course on New York City's Biometric Identifier Information Law at New York Law School. The course provided an in-depth analysis of the law's requirements, including the necessity for commercial establishments to notify customers when collecting biometric data and the prohibition against profiting from such information. Pollock also discussed recent legal developments and enforcement actions related to the law, offering practical guidance for businesses to ensure compliance and protect consumer privacy.

