

## Biometric Privacy Rules Come to NYC

America's latest biometric privacy law went into effect in New York City on July 9. While state laws have largely focused on law enforcement use of facial recognition and other biometrics, and many have stalled or been rejected, the steady increase in bills under consideration includes some other attempts to curb the use of the technology by businesses. New York City's ordinance could be the beginning of a trend, or simple an outlier, but one that every business in the city should be aware of.

Read the full article on [Biometric Update](#).

### Authors



### [Sunita Bali](#)

Partner

[SBali@perkinscoie.com](mailto:SBali@perkinscoie.com)    [415.344.7065](tel:415.344.7065)



## **Debra R. Bernard**

Of Counsel

[DBernard@perkinscoie.com](mailto:DBernard@perkinscoie.com) [312.324.8559](tel:312.324.8559)



## **Susan Fahringer**

Partner

[SFahringer@perkinscoie.com](mailto:SFahringer@perkinscoie.com) [206.359.8687](tel:206.359.8687)



## **Nicola Menaldo**

Partner

[NMenaldo@perkinscoie.com](mailto:NMenaldo@perkinscoie.com) [206.359.8000](tel:206.359.8000)



## **Ryan Spear**

Partner

[RSpear@perkinscoie.com](mailto:RSpear@perkinscoie.com) [206.359.3039](tel:206.359.3039)

## **Explore more in**

[Privacy & Security](#) [Retail & Consumer Products](#)