

The New York Department of State has adopted the following rule to amend Title 19 of the NYCRR.

Please refer to the [October 19, 2022](#), edition of the State Register, available on the Department's website, for additional information relating to this rule.

These changes will become effective on January 25, 2023. For questions or concerns regarding the new rules, please call (518) 474-4429.

Section 195.16. of Title 19 of the NYCRR is repealed and replaced as follows:

Section 195.16 Advertising

- (a) Definitions. For the purposes of this section, the following terms shall have the following meanings.
 - 1) "Advertising" and "advertisement" shall mean promotion and solicitation related to the licensed activity of installing, servicing, or maintaining security or fire alarm systems, including, but not limited to, advertising via flyers that are in print or electronic formats, including on the internet, advertising via television or radio, and advertising on billboards.
 - 2) "Licensee" shall mean an individual or business licensed by the New York State Department of State pursuant to Article 6-D of the New York General Business Law.
 - 3) "State" shall mean a state, territory, or possession of the United States, the District of Columbia, or the Commonwealth of Puerto Rico.
- (b) Content of Advertising.
 - 1) All advertisements placed by licensees must, clearly and conspicuously display, the following statement: "Licensed by the N.Y.S. Department of State."
- (c) Exceptions.
 - 1) Notwithstanding subdivision (b) of this section, a licensee that is licensed to install, service, or maintain security or fire alarm systems in another State, may substitute the required statement with the following which shall be clearly and conspicuously displayed: "Please visit [insert licensee's website name] for our license information."
 - 2) A licensee that provides the statement contained in subdivision (c)(1) of this section must clearly and conspicuously display, on the landing page of such website, the following statement: "Licensed by the N.Y.S. Department of State."