



# SUPPORT Memorandum

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## **S7676 Ramos/A8138 Weinstein**

The New York State AFL-CIO, representing 2.5 million union members, retirees, and their families support the above-referenced legislation.

This legislation amends the general obligations law to ensure that digital replica rights of individuals are licensed, only with the informed consent of the individual and with the guidance of attorneys and union representatives.

Many individuals particularly in the entertainment industry invest considerable effort into building their professional careers through their voices and likenesses, which attain commercial value. The very cornerstone of their careers is their ability to protect their voice and likeness rights which are valuable assets.

With the rapid introduction of new artificial intelligence (AI) technologies that can easily mimic and replicate voices and likenesses, AI can easily and realistically make it appear as if a person says and does things they never actually said or did, including the creation of entirely new performances. With these rapid advances in technology, the need for robust protection for professional creative performers has become more critical.

This legislation requires employers to provide informed consent and ensure proper talent representation before the rights to voice or likeness in place of physical work can be licensed. Licenses for voice and likeness rights can be buried deep within the fine print of contracts or terms of service, and performers inadvertently grant these rights without knowing the significance.

This bill will help protect the integrity of the arts and the careers and work of actors, writers, and other performing artists.

Therefore, this Federation urges this bill be passed.

For further information contact the Legislative Department at 518-436-8516.