



Legislation Text

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Int. No. 288

By Council Members Menin, Farías, Gutiérrez, Won, Abreu, the Public Advocate (Mr. Williams), Brewer, Gennaro and Hudson (by request of the Manhattan Borough President)

A Local Law to amend the administrative code of the city of New York, in relation to requiring the department of consumer and worker protection to implement an outreach and education program regarding phone scams involving voice cloning

Be it enacted by the Council as follows:

Section 1. Subchapter 1 of chapter 5 of title 20 of the administrative code of the city of New York is amended by adding a new section 20-706.6 to read as follows:

§ 20-706.6 Outreach and education program on phone scams involving artificial intelligence technology. a. Definitions. As used in this section, the term “voice-cloning phone scam” means a scheme whereby scammers use voice-cloning technology, including artificial intelligence, to replicate an individual’s voice on a phone call with a targeted victim, in an attempt to fraudulently obtain money or personal information from the targeted victim.

b. Outreach and education. No later than 120 days after the effective date of the local law that added this section, the department, in consultation with the department of information technology and telecommunications, shall establish and implement an outreach and education program to publicize the danger and threat of voice-cloning phone scams. The education and outreach required by this section shall include, but need not be limited to, the creation of educational materials that shall be made available on the department’s website and updated as needed. Such educational materials shall be provided in English and the designated citywide languages, as defined in section 23-1101. The educational materials shall include information on and ways to protect against voice-cloning phone scams, including, but not limited to, the following:

1. How scammers use artificial intelligence technology to replicate an individual's voice using a voice sample;

2. How scammers obtain an individual's personal information, including a voice sample;

3. How to identify a voice-cloning phone scam;

4. Actions an individual should take if they believe they are the subject of a voice-cloning phone scam, including while the scam is occurring and after the scam has occurred;

5. How to report fraudulent activity; and

6. Tips and strategies to protect an individual's personal information and prevent scammers from obtaining personal information, including a voice sample.

§ 2. This local law takes effect immediately.

JEF
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