

SENATE No.

The Commonwealth of Massachusetts

PRESENTED BY:

William N. Brownsberger, (BY REQUEST)

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act relative to protecting citizens' personal image rights.

PETITION OF:

NAME:

Donald Whitmore

DISTRICT/ADDRESS:

SENATE No.

By Mr. Brownsberger (by request), a petition (accompanied by bill, Senate, No.) (subject to Joint Rule 12) of Donald Whitmore for legislation relative to protecting citizens' personal image rights. The Judiciary.

The Commonwealth of Massachusetts

In the One Hundred and Eighty-Ninth General Court
(2015-2016)

An Act relative to protecting citizens' personal image rights.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Chapter 214 of the General Laws is hereby amended by creating the
2 following new section:-

3 Section 3A ½ . An individual, business, or other entity requesting individuals to waive
4 their right of publicity within a waiver liability agreement shall provide a line-item mechanism
5 specific to the waiver of the right of publicity. Within this line item, individuals can choose to
6 actively opt into providing consent or opt out of providing consent.