

# NYC: Know Your Rights

Local Law 17 of 2011 regulates the advertising and promotion of fake clinics or pregnancy service centers, as they are called in the law, which protects people against false advertising claims. It is overseen by the city's Department of Consumer Affairs (DCA). There are several pieces to the law:

What is a pregnancy services center? This law applies to a facility, including a mobile facility, whose primary purpose is to provide services to people who are or may be pregnant, that either: offers obstetric ultrasounds, obstetric sonograms or prenatal care; or has the appearance of a licensed medical facility. It excludes a facility that is licensed to provide medical or pharmaceutical services or where a licensed medical provider is present.

**Disclosure:** In New York City, a pregnancy services center must disclose in all advertising and clinic signage whether or not it has a licensed medical provider on staff who provides or directly supervises services. Every advertisement promoting the services of a pregnancy services center must include the following statement in English and Spanish: *"This facility does not have a licensed medical provider on site to provide or supervise all services."* This statement must also be included in the text of each post made on a social media or social network site.

There must also be at least one sign with this statement clearly posted in the entrance of the pregnancy services center and at least one additional sign posted in any area where clients wait to receive services.

Pregnancy Centers must also disclose this information in conversation with clients in person or on the phone. Upon a client or prospective client request for an abortion, emergency contraception and/or prenatal care service, a pregnancy services center will orally disclose in English and Spanish the statement: *"This facility does not have a licensed medical provider on site to provide or supervise all services."*

**Privacy:** A Pregnancy Service Center must not disclose personal information unless given permission by the patient. This privacy protection can be waived by the client.

**Fines:** If a clinic is found to be out of compliance it faces fines and the possibility of closure until it is in compliance.

**Reporting:** The enforcement of the law relies on reports of violations. Anyone can report a clinic in violation by calling 311 or through the DCA [here](#).

**Sample report:** The name of clinic, located at location of clinic is violating local law 17 of 2011. This clinic state violation (no signage, did not orally disclose, no disclosure on website). I witnessed this violation on date.