GETTING NEW YORKERS BACK ON THEIR FEET

BY MAKING BIG TECH PAY WHAT THEY OWE

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big tech should pay what they owe

big tech should pay for taking our private info

big tech should fund excluded workers

WE MUST BRIDGE THE GAP IN WORKER PROTECTIONS.

"Every day, we learn that yet another company has turned what should be full-time jobs into contracts, especially in the media industry. This volatility puts people out of jobs. That's why **unemployment insurance is not a benefit; it's an essential labor right**."

LUX ALPTRAUM

freelance writer
excluded worker

"I worked for 10 years straight making only 42 cents an hour when I was in prison. But upon my release, I couldn't collect unemployment, which would have helped me tremendously. All I wanted was to come home, work, and do good for my community. **Our chances of success rise greatly when we have a safety net.**"

RON DENNIS

decarcerated worker
excluded worker

New York's current program provides unemployment insurance to many workers.

But **750,000 of our most vulnerable** workers are falling through the gaps.

UNEMPLOYMENT BRIDGE PROGRAM

UBP will boost NY's economy by almost half a billion dollars, by **keeping money in the hands of New Yorkers** and circulating in the economy.

WE NEED A 21ST CENTURY SAFETY NET FOR A 21ST CENTURY WORKFORCE.

WE NEED AN ECONOMY THAT WORKS FOR EVERYONE.

There's no money to fund this!

We can't afford to fund what communities are asking for!

We're facing another budget deficit!

But we know the money is there.

As we suffered during the recession and the pandemic, corporate profit margins **rose to a 70-year high.**

2000 2005 2008 2010 2015 2020 2022

WORKERS PAY

24%

13%

BIG TECH PAYS
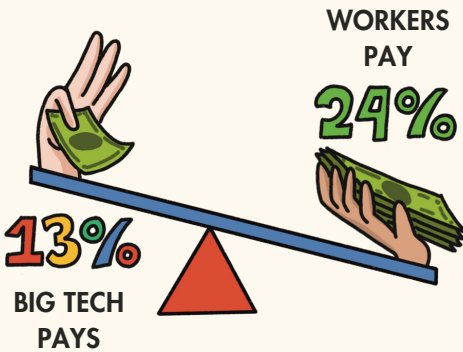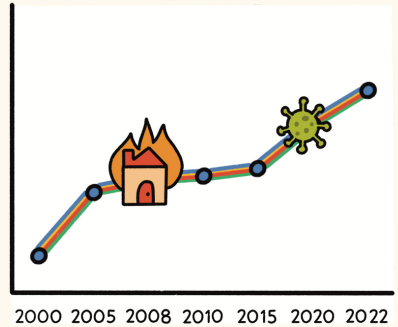
And corporations found ways to **skirt their tax responsibilities**, while workers continue to contribute.

THE REASON WE NEVER HAVE ENOUGH MONEY IS BECAUSE CORPORATIONS AREN'T PAYING WHAT THEY OWE.

We are here: New Yorkers pay the cost when all workers don't have a safety net (homelessness, growing racial inequality, destabilized local economies)

Make mega-corporations and billionaires pay what they owe

Use money to invest in our communities

Keep money in the pockets of working people

Money stays circulating in the local economy

Economic boost to local economy and fully funded community needs

A COMMON SENSE SOLUTION:
DIGITAL AD TAX

You know those ads you can't wait to skip on YouTube? Or the inescapable ads you scroll past on Instagram and Facebook?
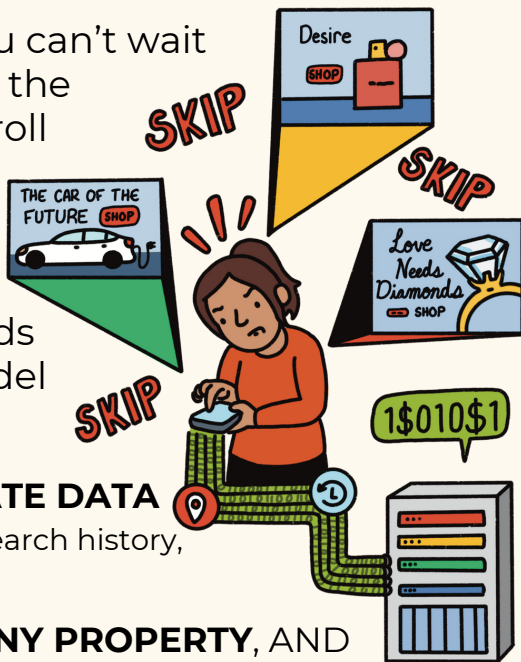
Unlike billboards or magazine ads, digital ads are a new business model in which Big Tech:

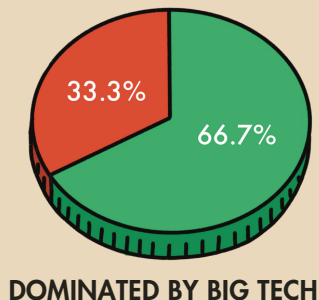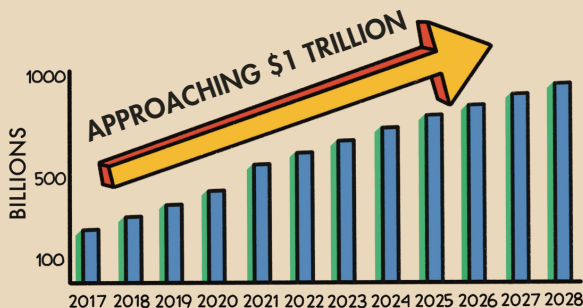1) **EXTRACTS OUR PRIVATE DATA** (our location, browsing and search history, proximity to others, etc.)

2) **CLAIMS IT AS COMPANY PROPERTY**, AND

3) **MAKES ENORMOUS PROFITS** OFF OF US.

THE DIGITAL AD INDUSTRY

APPROACHING $1 TRILLION

BILLIONS

1000
500
100

2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028
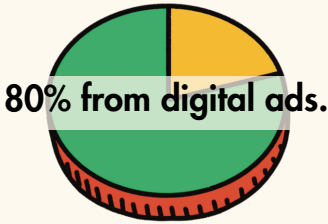
33.3%

66.7%

DOMINATED BY BIG TECH

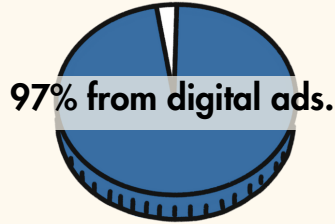# BIG TECH HAS BUILT A DIGITAL ADVERTISING EMPIRE OFF OF OUR PRIVATE DATA.

WE NEED A 21ST CENTURY SOLUTION FOR A 21ST CENTURY ECONOMY.

Our current tax system doesn't address the billions of dollars companies make specifically from taking our private data. Meanwhile, Big Tech companies **rely more and more on our private data** to rake in their massive revenues.

GOOGLE REVENUES

80% from digital ads.

META REVENUES

97% from digital ads.

That's why DAT is smart and necessary.

States Eye Amazon, Facebook, Google for Untapped Digital Ad Tax

THE NEW REPUBLIC
Tech Giants' Obscene Pandemic Profits Are Begging to Be Taxed

The New York Times
A Tax That Could Fix Big Tech

Bloomberg Tax
State Digital Services Taxes: A Good and Permissible Idea

Internet Ads Are Popular Tax Target for Both Parties

A DAT WOULD RAISE OVER $750 MILLION ANNUALLY FOR NEW YORKERS.

DIGITAL AD TAX:
HOW IT WORKS

Big Tech companies making **more than $100M in digital ad revenue** in New York would pay a **7% tax** on those revenues.

Big Tech companies already track where ads are viewed because of how digital ads are geo-targeted. New York's DAT policy would require companies to disclose the revenues made from ads viewed within New York.

WHY IT WORKS

Big Tech is responsible for **gigify-ing our economy** and **increasing precarity** in the workforce, especially for Black and Brown communities.

BIG TECH'S EMPLOYEE
- more likely to be white
- gets higher pay with benefits
- qualifies for unemployment

BIG TECH'S CONTRACTORS
- twice as likely to be Latinx or Black
- unstable working conditions
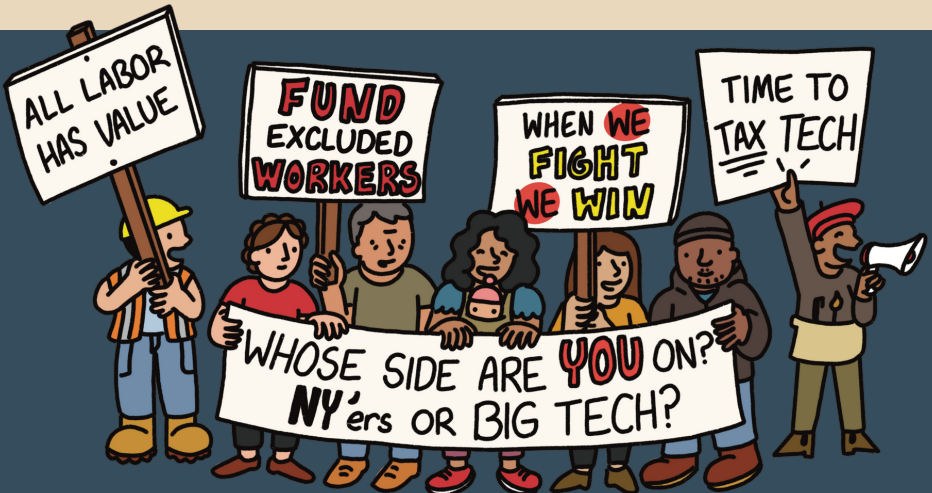- makes $.75 to employee's $1
- excluded from benefits, like unemployment

The Big Tech Agenda

- ☑ Avoid paying taxes
- ☑ Extract private information from consumers
- ☑ Sell that information to make billions off ads
- ☐ Defeat any tax or regulatory proposal by spending millions to spread fear and misinformation

WE MUST FIGHT BACK!

ALL LABOR HAS VALUE

FUND EXCLUDED WORKERS

WHEN WE FIGHT WE WIN

TIME TO TAX TECH

WHOSE SIDE ARE YOU ON? NY'ers OR BIG TECH?

VERIFIED
FACTS ON DAT

FACT: DAT will only apply to mega-corporations. The DAT will only be imposed on advertising platforms making $100M or more in annual profits in New York (think Google, Meta, Amazon, Microsoft) – not small businesses, not even businesses as large as the New York Times.

FACT: This is a tax Big Tech can't dodge. DAT is enforced based on where advertisements are viewed, so the only way to avoid them is to stop advertising altogether in NY .

FACT: DAT is easy to implement. The proposal requires that corporations disclose revenues to the state. Maryland already began collecting DAT from Big Tech, successfully adding $128 million to their budget in 2022–23.

FACT: DAT is a good and legal solution. New York's digital ad tax legislation has been altered to account for the legal challenges presented by the Maryland policy. Plus, Maryland courts overturned the initial ruling that found DAT unconstitutional.

CHARON BEST
childcare worker
excluded worker

"For 23 years, I've been doing the essential work of caring for future generations of New Yorkers. But when one of my jobs ended with no notice, I had no unemployment protection to support my family. This happens all the time to the 200,000 nannies, house cleaners, and home care workers across New York. That's why **the wealthiest tech companies must accept their tax responsibilities just like we do,** so that **all excluded workers can have the respect and protections we deserve.**"

TOGETHER, WE CAN TAKE ON BIG TECH.

TO PROTECT OUR WORKERS.

TO FUND OUR FUTURES.

TO STRENGTHEN OUR COMMUNITIES.

The Fund Excluded Workers Coalition is composed of dozens of organizations across NY state that fought and won the historic $2.1 billion Excluded Workers Fund in 2021. Now they're aiming to close the safety net for good by advocating for the Unemployment Bridge Program, a parallel unemployment compensation program for workers excluded from traditional state unemployment insurance.

This booklet was made in partnership with the Action Center on Race & the Economy.

For sources, scan the QR code below.

Illustrations by Ness Garza.