

STATE OF NEW YORK

8098

2023-2024 Regular Sessions

IN ASSEMBLY

September 29, 2023

Introduced by M. of A. RIVERA -- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to requiring online sellers of books created with the use of generative artificial intelligence to contain a disclosure of such use

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The general business law is amended by adding a new section
2 392-k to read as follows:

3 § 392-k. Sale of books online; generative artificial intelligence
4 disclosure. 1. A seller of any book that was wholly or partially created
5 through the use of generative artificial intelligence, by means of an
6 online delivery sale, to a buyer located in this state, shall conspicu-
7 ously disclose to such buyer before the completion of such online deliv-
8 ery sale that such book was created with the use of generative artifi-
9 cial intelligence.

10 2. Books subject to the provisions of this section shall include, but
11 not be limited to, all printed and digital books, regardless of such
12 books' target age group or audience, consisting of text, pictures,
13 audio, puzzles, games or any combination thereof.

14 3. For the purposes of this section, the following terms shall have
15 the following meanings:

16 (a) "Generative artificial intelligence" shall mean the use of machine
17 learning technology, software, automation, and algorithms to perform
18 tasks, to make rules and/or predictions based on existing data sets and
19 instructions, including, but not limited to:

20 (i) Any artificial system that performs tasks under varying and unpre-
21 dictable circumstances without significant human oversight, or that can
22 learn from experience and improve performance when exposed to data sets;

23 (ii) An artificial system developed in computer software, physical
24 hardware, or other context that solves tasks requiring human-like

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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1 perception, cognition, planning, learning, communication, or physical
2 action;

3 (iii) An artificial system designed to think or act like a human,
4 including cognitive architectures and neural networks;

5 (iv) A set of techniques, including machine learning, that is designed
6 to approximate a cognitive task; and/or

7 (v) An artificial system designed to act rationally, including an
8 intelligent software agent or embodied robot that achieves goals using
9 perception, planning, reasoning, learning, communicating, decision
10 making, and acting.

11 (b) "Online delivery sale" means a transaction that results in the
12 delivery of physical or digital goods purchased online from a seller to
13 a buyer.

14 § 2. This act shall take effect on the sixtieth day after it shall
15 have become a law.