STATE OF NEW YORK

8158

2023-2024 Regular Sessions

IN ASSEMBLY

October 16, 2023

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

AN ACT to amend the general business law, in relation to requiring publications to identify when the use of artificial intelligence is present within such publication

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

Section 1. The general business law is amended by adding a new section 338 to read as follows:

§ 338. Generative artificial intelligence. 1. For purposes of this section, "generative artificial intelligence" shall mean the use of machine learning technology, software, automation, and algorithms to perform tasks or to make rules and/or predictions based on existing data sets and instructions, including, but not limited to:

(a) any artificial system that performs tasks under varying and unpredictable circumstances without significant human oversight, or that can learn from experience and improve performance when exposed to data sets;

(b) an artificial system developed in computer software, physical hardware, or other context that solves tasks requiring human-like perception, cognition, planning, learning, communication, or physical action;

(c) an artificial system designed to think or act like a human, including cognitive architectures and neural networks;

(d) a set of techniques, including machine learning, that is designed to approximate a cognitive task; or

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

2. Every newspaper, magazine or other publication printed or electronically published in this state, which contains an article, periodical,

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

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photograph, video or other visual image which was wholly or partially composed or authored through the use of generative artificial intelligence or other information communication technology, shall conspicuously imprint on the top of the page or webpage of such publication that such article, periodical, photograph, video or other visual image was composed through the use of artificial intelligence or other information communication technology.

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