

# STATE OF NEW YORK

6638--A

2023-2024 Regular Sessions

## IN SENATE

May 3, 2023

Introduced by Sen. PARKER -- read twice and ordered printed, and when printed to be committed to the Committee on Elections -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

AN ACT to amend the election law, in relation to the use and disclosure of synthetic media

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

1 Section 1. Short title. This act shall be known and may be cited as  
2 the "political artificial intelligence disclaimer (PAID) act".

3 § 2. Section 14-106 of the election law is amended by adding a new  
4 subdivision 2-a to read as follows:

5 2-a. (a) Any political communication covered by this section which was  
6 produced by or includes any synthetic media shall be required to  
7 disclose the use of such synthetic media. The disclosure on printed or  
8 digital political communications, including but not limited to  
9 brochures, flyers, posters, mailings, or internet advertising shall be  
10 printed or typed in an appropriate legible form to read as follows:  
11 "This political communication was created with the assistance of artifi-  
12 cial intelligence". The disclosure on non-printed or digital political  
13 communications shall clearly and prominently display and/or speak the  
14 following statement: "This political communication was created with the  
15 assistance of artificial intelligence". In the case of a political  
16 communication that is not visual, such as radio or automated telephone  
17 calls, clearly speaking the statement will satisfy the requirements of  
18 this subdivision.

19 (b) For the purposes of this subdivision, "synthetic media" means any  
20 form of media including text, image, video or sound fully or partially  
21 created or modified through the use of artificial intelligence algo-  
22 rithms.

23 § 3. This act shall take effect January 1, 2024.

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

LBD11102-03-3