STATE OF NEW YORK

9542

IN SENATE

May 16, 2024

Introduced by Sen. SKOUFIS -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to prohibiting the publication of a digital or physical newspaper, magazine, or periodical which was wholly or partially produced or edited through the use of artificial intelligence without significant human oversight

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. Publishing of newspapers, magazines, and periodicals; generative artificial intelligence disclosure. 1. Nothing shall be published within a digital or physical newspaper, magazine, or periodical which was wholly or partially produced or edited through the use of artificial intelligence without significant human oversight.

2. For the purposes of this section, "artificial intelligence" shall mean the use of machine learning technology, software, automation, and algorithms to perform tasks, 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; and/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. This act shall take effect on the sixtieth day after it shall have become a law.

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

LBD15637-01-4