

# STATE OF NEW YORK

6638--B

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 -- recommitted to the Committee on Elections in accordance with Senate Rule 6, sec. 8 -- 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 two new  
4 subdivisions 2-a and 2-b 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 artificial  
12 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

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

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1 created or modified through the use of artificial intelligence algo-  
2 rithms.

3 2-b. (a) All committees as defined by this article shall keep records  
4 of their use of synthetic media during each campaign cycle. Such enti-  
5 ties shall maintain records including, but not limited to: the types of  
6 synthetic media utilized, the number of voters contacted with each type  
7 of synthetic media, and the amount of funds expended toward synthetic  
8 media.

9 (b) All candidate committees as defined by this article shall submit  
10 such records to the state board of elections no less than one month  
11 after their election is certified. All other committees shall submit  
12 such records to the state board of elections no less than one month  
13 after election day.

14 (c) The state board of elections shall design a sample record template  
15 which committees can use to log their records.

16 (d) The state board of elections is authorized to promulgate rules and  
17 regulations required to enforce this subdivision.

18 § 3. The state board of elections shall establish the rules and regu-  
19 lations required by this act within sixty days from the effective date  
20 of this act.

21 § 4. This act shall take effect immediately.