STATE OF NEW YORK

9450

IN SENATE

May 15, 2024

Introduced by Sen. GONZALEZ -- read twice and ordered printed, and when printed to be committed to the Committee on Internet and Technology

AN ACT to amend the general business law, in relation to requiring warnings on generative artificial intelligence systems

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 399-zzzzzz to read as follows:

§ 399-zzzzzz. Warnings on generative artificial intelligence systems. 1. As used in this section the following terms shall have the following meanings:

(a) "Generative artificial intelligence system" shall mean a combination of computer code and numerical values designed to use artificial intelligence to generate outputs in the form of expressive material such as text, images, audio, or video and is designed for use by consumers.

(b) "Artificial intelligence" shall mean an automated system designed to perform a task typically associated with human intelligence or cognitive function.

2. The owner, licensee or operator of a generative artificial intelligence system shall conspicuously display a warning on the system's user interface that is reasonably calculated to consistently apprise the user that the outputs of the generative artificial intelligence system may be inaccurate and/or inappropriate.

3. Where such owner, licensee or operator of a generative artificial intelligence system fails to provide the warning required in subdivision two of this section, such owner, licensee or operator shall be assessed a civil penalty of the lesser of twenty-five dollars per user of such system or one hundred thousand dollars. Each calendar year during which a violation continues shall constitute a separate violation.

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

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

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