

# STATE OF NEW YORK

10047

## IN ASSEMBLY

January 30, 2026

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

AN ACT to amend the general business law, in relation to establishing disclosure requirements for AI-generated or materially AI-altered media depicting historically recognized human disasters when such media is publicly distributed

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

1 Section 1. The general business law is amended by adding a new article  
2 47-A to read as follows:

3 ARTICLE 47-A

4 AI-GENERATED OR MATERIALLY AI-ALTERED MEDIA

5 Section 1710. Definitions.

6 1711. Disclosure requirements for AI-generated or materially  
7 AI-altered media; historically recognized human disas-  
8 ters.

9 1712. Online platform operators.

10 1713. Enforcement.

11 1714. Construction.

12 1715. Rulemaking authority.

13 1716. Severability.

14 § 1710. Definitions. As used in this article:

15 1. "AI" or "artificial intelligence" means a machine-based system that  
16 can, for a given set of human-defined objectives, make predictions,  
17 recommendations, or decisions influencing real or virtual environments,  
18 abstract such perceptions into models through analysis in an automated  
19 manner, and use model inference to formulate options for information or  
20 action.

21 2. "AI-generated content" or "content" means content created by an  
22 artificial intelligence model, which can include text, images, audio,  
23 and video, produced through algorithms trained on large datasets.

24 3. "Artificial intelligence model" means an information system or  
25 component of an information system that implements artificial intelli-

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

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1 gence technology and uses computational, statistical, or machine-learning  
2 techniques to produce outputs from a given set of inputs.

3 4. "Historically recognized human disaster" means an event that  
4 involved injury to or the death of more than ten people, including but  
5 not limited to events involving genocide, war crimes, slavery, terrorist  
6 attacks, mass casualty events, pandemics and natural disasters causing  
7 mass death.

8 5. "Information content provider" means any person or entity that is  
9 responsible, in whole or in part, for the creation or development of  
10 information provided through the internet or any other interactive  
11 computer service.

12 6. "Materially deceptive media" means any image, video, audio, text,  
13 or any technological representation of speech or conduct fully or  
14 partially created or modified that:

15 (a) exhibits a high level of authenticity or convincing appearance  
16 that is visually or audibly indistinguishable from reality to a reason-  
17 able person;

18 (b) depicts a scenario that did not actually occur or that has been  
19 altered in a significant way from how they actually occurred; and

20 (c) is created by or with software, machine learning, artificial  
21 intelligence, or any other computer-generated or technological means,  
22 including adapting, modifying, manipulating, or altering a realistic  
23 depiction.

24 7. "Online platform operator" means any person operating, providing or  
25 offering a computer application or service that provides digital content  
26 and services on the internet, including a public or semi-public website,  
27 online service, social media service, online application, or mobile  
28 application with more than one million subscribers.

29 8. "Person" means an individual, proprietorship, firm, partnership,  
30 joint venture, syndicate, business trust, company, corporation, limited  
31 liability company, association, committee, or any other nongovernmental  
32 organization or group of persons acting in concert.

33 § 1711. Disclosure requirements for AI-generated or materially AI-al-  
34 tered media; historically recognized human disasters. 1. Any person that  
35 distributes or publishes any AI-generated content depicting an histor-  
36 ically recognized human disaster that was produced by or includes mate-  
37 rially deceptive media and has actual knowledge that it is materially  
38 deceptive shall be required to disclose this use.

39 (a) For visual media the disclosure shall be printed or typed in a  
40 legible font size easily readable by the average viewer that is no smal-  
41 ler than other text appearing in the visual media and in the same  
42 language used on the AI-generated content to read as follows: "This  
43 (image, video, or audio) has been manipulated".

44 (b) For AI-generated content that is auditory, such as radio or auto-  
45 mated telephone calls, clearly speaking the statement at the beginning  
46 of the audio, at the end of the audio, and, if the audio is greater than  
47 two minutes in length, interspersed within the audio at intervals of not  
48 greater than two minutes each and in the same language as the rest of  
49 the audio used in the communication, and in a pitch that can be easily  
50 heard by the average listener satisfies the requirements of this subdivi-  
51 sion.

52 2. A label as described in subdivision one of this section shall be  
53 required when such AI-generated content is posted publicly on an online  
54 platform, shared on social media, used in advertising or monetized  
55 content or distributed on websites accessible in the state.

56 3. This section shall not apply to the following:

1 (a) materially deceptive media that constitutes satire or parody;

2 (b) materially deceptive media distributed by a bona fide news report-  
3 ing entity for the purpose of news reporting or coverage, if the report-  
4 ing clearly acknowledges through content or a disclosure, in a manner  
5 that can be easily read or heard by the average listener or viewer, that  
6 there are questions about the authenticity of the materially deceptive  
7 media;

8 (c) a radio or television broadcasting station, including a cable  
9 television, satellite television or streaming service operator, program-  
10 mer, producer or other similar entity, that broadcasts the AI-generated  
11 content when the station or streaming service is paid to broadcast the  
12 content if the station or streaming service can show that it has  
13 disclaimer requirements that are consistent with the requirements  
14 provided in this paragraph and that it provided those disclaimer  
15 requirements to each person or entity that purchased the broadcast or  
16 streaming of the content; or

17 (d) initial dissemination by a platform or service including, but not  
18 limited to, a website, regularly published newspaper, or magazine, where  
19 the content disseminated is materially deceptive media provided by  
20 another information content provider.

21 § 1712. Online platform operators. 1. No online platform operator  
22 shall provide access to or operate an online platform for use by users  
23 in this state unless such platform provides or allows for the use of  
24 labeling tools sufficient to accomplish the labelling of materially  
25 deceptive media as provided in section seventeen hundred eleven of this  
26 article. No online platform operator shall lock or otherwise impede the  
27 use of such labelling tools.

28 2. No online platform operator shall strip AI provenance metadata from  
29 any content that is posted to its platform in violation of this article.

30 § 1713. Enforcement. 1. The attorney general shall have the responsi-  
31 bility for enforcing this article.

32 2. Whenever the attorney general shall believe from evidence satisfac-  
33 tory to them that a person or platform operator has engaged in or is  
34 about to engage in any acts or practices in violation of this article,  
35 they may bring an action in the name and on behalf of the people of the  
36 state of New York to enjoin such person or platform operator from  
37 continuing such unlawful acts or practices, and may seek civil penalties  
38 of up to fifteen thousand dollars per day per violation, and may seek  
39 such other remedies as the court may deem appropriate.

40 3. All penalties collected under this article shall be deposited into  
41 the general fund as established pursuant to section seventy-two of the  
42 state finance law.

43 4. Nothing in this article shall be construed to establish a private  
44 right of action associated with violations of this article.

45 § 1714. Construction. 1. Nothing in this article shall be construed to  
46 limit, or to enlarge, the protections that 47 U.S.C. § 230 confers on an  
47 interactive computer service for content provided by another information  
48 content provider, as such terms are defined in 47 U.S.C. § 230.

49 2. Nothing in this article shall be construed to require entities to  
50 cancel, edit, or insert video or audio labels into communications where  
51 such action is inconsistent with federal law.

52 3. This article does not limit the application of other state or  
53 federal laws or of rules or regulations promulgated pursuant to such  
54 laws.

1 § 1715. Rulemaking authority. The attorney general shall promulgate  
2 such rules and regulations as are necessary to effectuate and enforce  
3 the provisions of this article.

4 § 1716. Severability. If any clause, sentence, paragraph, subdivision,  
5 section or part of this article shall be adjudged by any court of compe-  
6 tent jurisdiction to be invalid, such judgment shall not affect, impair,  
7 or invalidate the remainder thereof, but shall be confined in its opera-  
8 tion to the clause, sentence, paragraph, subdivision, section or part  
9 thereof directly involved in the controversy in which such judgment  
10 shall have been rendered. It is hereby declared to be the intent of the  
11 legislature that this act would have been enacted even if such invalid  
12 provisions had not been included herein.

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