STATE OF NEW YORK

11626

IN ASSEMBLY

July 29, 2026

Introduced by COMMITTEE ON RULES -- (at request of M. of A. Shrestha) -- read once and referred to the Committee on Science and Technology

AN ACT to amend the general business law, in relation to the utilization of artificial intelligence

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

Section 1. Short title. This act shall be known and may be cited as the "options for search listing act".

§ 2. The general business law is amended by adding a new section 399-ss to read as follows:

§ 399-ss. Artificial intelligence option. 1. As used in this section the following terms shall have the following meanings:

(a) "Artificial intelligence" means a machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations, or decisions influencing real or virtual environments, and that uses machine- and human-based inputs to perceive real and virtual environments, abstract such perceptions into models through analysis in an automated manner, and use model inference to formulate options for information or action.

(b) "Search engine" means a website, software program, or system that allows users to find indexed information on the internet.

(c) "AI search engine operator" means any person, partnership, association, firm, or business entity, or any member, affiliate, subsidiary or beneficial owner of any partnership, association, firm, or business entity who operates for or provides a search engine with output generated at least partially by artificial intelligence.

2. AI search engine operators shall provide search engine users the option to turn off any display of information which is generated by artificial intelligence.

§ 2. This act shall take effect on the one hundred twentieth 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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