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:

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

ARTICLE 47-A
AI-GENERATED OR MATERIALLY AI-ALTERED MEDIA
Section 1710. Definitions.
1711. Disclosure requirements for AI-generated or materially AI-altered media; historically recognized human disasters.
1712. Online platform operators.
1713. Enforcement.
1714. Construction.
1715. Rulemaking authority.
1716. Severability.

§ 1710. Definitions. As used in this article:

1. "AI" or "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, abstract such perceptions into models through analysis in an automated manner, and use model inference to formulate options for information or action.

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

3. "Artificial intelligence model" means an information system or 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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gence technology and uses computational, statistical, or machine-learning techniques to produce outputs from a given set of inputs.

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

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

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

(a) exhibits a high level of authenticity or convincing appearance that is visually or audibly indistinguishable from reality to a reasonable person;

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

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

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

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

§ 1711. Disclosure requirements for AI-generated or materially AI-altered media; historically recognized human disasters. 1. Any person that distributes or publishes any AI-generated content depicting an historically recognized human disaster that was produced by or includes materially deceptive media and has actual knowledge that it is materially deceptive shall be required to disclose this use.

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

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

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

3. This section shall not apply to the following:

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

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

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

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

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

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

§ 1713. Enforcement. 1. The attorney general shall have the responsibility for enforcing this article.

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

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

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

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

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

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

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

§ 1716. Severability. If any clause, sentence, paragraph, subdivision, section or part of this article shall be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair, or invalidate the remainder thereof, but shall be confined in its operation to the clause, sentence, paragraph, subdivision, section or part thereof directly involved in the controversy in which such judgment shall have been rendered. It is hereby declared to be the intent of the legislature that this act would have been enacted even if such invalid provisions had not been included herein.

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