

STATE OF NEW YORK

11683

IN ASSEMBLY

September 2, 2026

Introduced by COMMITTEE ON RULES -- (at request of M. of A. Rosenthal)
-- read once and referred to the Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to audiovisual advertisements and synthetic performer disclosures; and to amend the election law, in relation to materially deceptive media disclosures in certain political communications

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

1 Section 1. Paragraph (c) of subdivision 1 and subdivision 3 of section
2 396-b of the general business law, as added by chapter 617 of the laws
3 of 2025, are amended to read as follows:

4 (c) "Synthetic performer" means a digitally created asset created,
5 reproduced, or modified by computer, using generative artificial intel-
6 ligence or a software algorithm, that is intended to create the
7 impression that the asset is engaging in an audiovisual and/or visual
8 performance of a human performer [~~who is not recognizable as any iden-~~
9 ~~tifiable natural performer~~]. This definition shall not include digital
10 replicas where such use is authorized by the applicable right holder or
11 the law.

12 3. Any person engaged in the business of dealing in any property or
13 service who for any commercial purpose produces or creates an advertise-
14 ment respecting any such property or service, in any medium or media in
15 which such advertisement appears, shall conspicuously disclose in such
16 advertisement that a synthetic performer is in such advertisement, where
17 such person has actual knowledge. In the case of audiovisual advertise-
18 ments, such disclosure shall be visible for the entire duration that a
19 synthetic performer is featured in such advertisement. A violation of
20 this subdivision shall result in a civil penalty of one thousand dollars
21 for a first violation, and five thousand dollars for any subsequent
22 violation.

23 § 2. Clause 1 of subparagraph (ii) of paragraph (b) of subdivision 5
24 of section 14-106 of the election law, as amended by chapter 169 of the
25 laws of 2024, is amended to read as follows:

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

LBD16172-03-6

1 (1) For visual media the disclosure shall be printed or typed in a
2 legible font size easily readable by the average viewer that is no smal-
3 ler than other text appearing in the visual media and in the same
4 language used on the communication to read as follows: "This (image,
5 video, or audio) has been manipulated". In the case of video communi-
6 cations, such disclosure shall be visible for the entire duration that
7 materially deceptive media is shown.

8 § 3. This act shall take effect on the thirtieth day after it shall
9 have become a law.