

STATE OF NEW YORK

9091

2025-2026 Regular Sessions

IN ASSEMBLY

September 12, 2025

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

AN ACT to amend the general business law, in relation to requiring search engines inform users when showing information which was generated using artificial intelligence

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 section
2 399-ss to read as follows:

3 § 399-ss. Artificial intelligence disclosure. 1. As used in this
4 section, the term "artificial intelligence" means a machine-based system
5 that can, for a given set of human-defined objectives, make predictions,
6 recommendations, or decisions influencing real or virtual environments,
7 and that uses machine- and human-based inputs to perceive real and
8 virtual environments, abstract such perceptions into models through
9 analysis in an automated manner, and use model inference to formulate
10 options for information or action.

11 2. Where a search engine displays information which was generated by
12 artificial intelligence, the search engine shall in clear, plain
13 language in the same font size as such information, inform the user that
14 such information was generated by artificial intelligence:

15 (a) directly above such information; and

16 (b) as a watermark across such information.

17 3. Any violation of this section shall be punishable by a civil penal-
18 ty not to exceed five thousand dollars.

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

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

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