STATE OF NEW YORK

7963

2025-2026 Regular Sessions

IN SENATE

May 15, 2025

Introduced by Sen. GONZALEZ -- read twice and ordered printed, and when printed to be committed to the Committee on Elections

AN ACT to amend the election law, in relation to requiring certain political communications to include provenance data for all audio, images or videos used in such communications; and providing for the repeal of certain provisions upon the expiration thereof

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

Section 1. This act shall be known and may be cited as the "election content accountability act".

§ 2. Section 14-106 of the election law is amended by adding a new subdivision 8 to read as follows:

8. (a) For purposes of this subdivision:

(i) "Provenance data" means data that records the origin or history of digital content and is communicated as a content credential pursuant to the Technical Specification for Content Credentials published by the Coalition for Content Provenance and Authenticity, and which discloses: (1) information about the origin or creation of the content; (2) any subsequent editing or modification to the content or its metadata; and (3) any use of generative artificial intelligence in generating or modifying the content. "Provenance data" does not include personal information as defined in subdivision five of section two hundred two of the state technology law or a unique device, system, or service information that is reasonably capable of being associated with a particular user, including but not limited to an internet protocol address.

(ii) "Generative artificial intelligence system" means a class of AI model that is self-supervised and emulates the structure and characteristics of input data in order to generate derived synthetic content, including, but not limited to, images, videos, audio, text, and other digital content.

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

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(iii) "Synthetic content" means audio, images or videos that have been produced or significantly modified by a generative artificial intelligence system.

(iv) "AI model" means an information system or a component of an information system that implements artificial intelligence technology and uses computational, statistical, or machine-learning techniques to produce outputs from a given set of inputs.

(v) "Generative artificial intelligence provider" means an organization or individual that creates, codes, substantially modifies, or otherwise produces a generative artificial intelligence system that is made publicly available for use by a New York resident, regardless of whether the terms of such use include compensation.

(b) Commencing with the two thousand thirty election cycle, a campaign for the office of governor, lieutenant governor, attorney general, or comptroller shall apply provenance data, either directly or through the use of third-party technology, to all political communications distributed or published by the campaign that are produced as or include images or videos.

(c) The application of provenance data to political communications, as required by this subdivision, shall, at a minimum, communicate the following provenance data:

(i) The type of device, system, or service that was used to generate the audio or audios, image or images, and/or video or videos within or comprising the political communication;

(ii) The specific portions of the political communication that are synthetic content, if any;

(iii) Whether the content was created or edited using artificial intelligence;

(iv) The name of the generative artificial intelligence provider used to generate the synthetic content, if any; and

(v) The time and date any of the provenance data delineated in this paragraph was applied.

(d) If a violation of this section is intentional or is the result of grossly negligent conduct, a penalty shall be assessed by the attorney general of up to one hundred thousand dollars for each violation. If a violation of this section is unintentional or is not the result of grossly negligent conduct, a penalty shall be assessed by the attorney general of up to fifty thousand dollars for each violation.

§ 3. The attorney general may promulgate such rules and regulations as are necessary to effectuate and enforce the provisions of subdivision 8 of section 14-106 of the election law, including identifying acceptable methods, formats, and third party technologies for campaigns for the office of governor, lieutenant governor, attorney general, or comptroller to use to apply provenance data to political communication pursuant to such subdivision.

§ 4. This act shall take effect on the one hundred eightieth day after it shall have become a law and paragraphs (b) and (c) of subdivision 8 of section 14-106 of the election law, as added by section two of this act, shall expire and be deemed repealed on December 31, 2030.