

# S06954 • New York

Requires synthetic content creations system providers to include provenance data on synthetic content produced or modified by a synthetic content creations system that such provider makes available.

In Committee

Risk: Medium

Comprehensive

Last Action (Mar 04, 2026): ADVANCED TO THIRD READING

## Summary

The New York bill mandates synthetic content system providers to include provenance data. The analysis is speculative due to the lack of full bill text.

## Business Impact

If you provide synthetic content systems in NY, you must include provenance data by the effective date or face penalties.

## Key Provisions

- Synthetic content system providers in New York must apply provenance data to synthetic content. The analysis is speculative due to the lack of full bill text.

## Industries Affected

Media

Social Media

Entertainment

Advertising

Technology

## Topics

AI Deepfakes

## Bill Sponsors

| Name             | Party                       | Role    |
|------------------|-----------------------------|---------|
| SERINO           |                             | Primary |
| SEWARD           |                             | Primary |
| GAUGHRAN         |                             | Primary |
| Lea Webb         | Democratic/Working Families | Primary |
| Andrew Gounardes | Democratic                  | Primary |

## Roll Call Votes

| Date       | Description                               | Yea | Nay | Result |
|------------|---|-----|-----|--------|
| 2026-02-25 | Internet And Technology Vote - Version: A | 6   | 1   | Passed |
| 2025-06-12 | Floor Vote - Version: A                   | 58  | 1   | Passed |
| 2025-05-27 | Internet And Technology Vote              | 7   | 0   | Passed |

## Related Bills

- A06540 (NY)
- S 6954 (NY)

## Official Source

<https://www.nysenate.gov/legislation/bills/2025/S6954>

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