

A08523 • New York

Requires certain political communications to include provenance data for all audios, images or videos used in such communications; provides for the repeal of certain provisions upon the expiration thereof.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 07, 2026): referred to election law

Summary

Bill A08523 mandates provenance data for media in specified political ads and communications in New York, with certain provisions subject to repeal under specified conditions.

Business Impact

If you create political media in NY, you must include provenance data or face unspecified consequences.

Key Provisions

- Mandates inclusion of provenance data for audios, images, or videos in specified political advertisements and communications, detailing their origin and history.
- Specifies conditions for repeal of certain provisions upon expiration.
- Outlines exceptions for publicly available and independently verifiable media content.

Compliance Checklist

- Include provenance data for all media used in political communications | Who: Political candidates and organizations | Penalty: Potential legal consequences for non-compliance

Industries Affected

Technology

Media

Media Production

Political
Campaigning

Political Campaigns

Topics

AI in Political Advertising

Bill Sponsors

| Name | Party | Role |
|--------------|-----------------------------|-----------|
| ROSENTHAL L | | Primary |
| PELLEGRINO | | Cosponsor |
| GALEF | | Cosponsor |
| COLTON | | Cosponsor |
| STEC | | Primary |
| WALCZYK | | Primary |
| Amy Paulin | Democratic | Primary |
| Nader Sayegh | Democratic | Cosponsor |
| Alex Bores | Democratic/Working Families | Primary |

Related Bills

- S07963 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A8523>

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