

# S07963 • 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

Amendment

Effective: Jan 01, 2030 | Last Action (Mar 05, 2026): ADVANCED TO THIRD READING

## Summary

Mandates provenance data for political communications with media in New York, effective from the 2030 election cycle.

## Business Impact

If you use AI for campaign media, you must include provenance data by 2030 or face penalties up to \$100,000.

## Key Provisions

- Section 14-106(8)(b): Requires provenance data for political communications in specific campaigns starting 2030.
- Section 14-106(8)(c): Specifies the provenance data required, including device type and AI usage.
- Section 14-106(8)(d): Establishes penalties for violations, up to \$100,000.
- Section 3: Authorizes the attorney general to promulgate necessary rules.

## Compliance Checklist

- Include provenance data for all AI-generated political communications | Who: Political campaigns for governor, lieutenant governor, attorney general, or comptroller | Penalty: Up to \$100,000 for intentional violations, \$50,000 for unintentional violations

## Industries Affected

## Topics

AI in Political Advertising

## Bill Sponsors

Name	Party	Role
BAILEY		Primary
KAVANAGH		Cosponsor
RIVERA		Cosponsor
SEPULVEDA		Cosponsor
MARTINEZ		Primary
Kevin S. Parker	Democratic/Working Families	Primary
Kristen Gonzalez	Democratic/Working Families	Primary

## Roll Call Votes

Date	Description	Yea	Nay	Result
2026-02-24	Elections Vote	4	2	Passed

## Related Bills

- A08523 (NY)

## Official Source

<https://www.nysenate.gov/legislation/bills/2025/S7963>

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