

A5089 • New Jersey

"AI Image Disclosure Act"; concerns disclosure of certain AI-generated content.

Introduced

Risk: High

Comprehensive

Effective: Feb 01, 2027 | Last Action (May 14, 2026): Introduced, Referred to Assembly Science, Innovation and Technology Committee

Summary

The AI Image Disclosure Act mandates disclosures for AI-generated content, requiring clear identification and metadata inclusion, appropriate for the medium and understandable to a reasonable person. It takes effect February 1 of the calendar year following enactment.

Business Impact

If you create or distribute AI-generated content in New Jersey, you must include specific disclosures by February 1, 2027, or face \$5,000 fines per violation.

Key Provisions

- Covered providers must include a manifest disclosure in AI-generated content, appropriate for the medium and understandable to a reasonable person.
- Latent disclosures must convey specific metadata, be easily accessible, and compliant with industry standards.
- Licensees cannot prevent the inclusion of latent disclosures in GenAI systems.
- Civil penalties of \$5,000 apply for each violation of the act.
- Covered social media companies must not delete provenance data or retain personal data from it.
- It is unlawful to create tools that remove or edit latent disclosures.
- It is unlawful to add latent disclosures to non-AI-generated content.
- The Attorney General may bring a civil action for injunctive relief against violators.

Compliance Checklist

- Include manifest and latent disclosures in AI-generated content | Who: Covered providers | Penalty: \$5,000 per violation

- Ensure licensing agreements maintain latent disclosure capabilities | Who: Covered providers and licensees | Penalty: \$5,000 per violation

Industries Affected

Content Creation Consumer Protection Technology Social Media

Topics

AI Deepfakes AI Transparency

Bill Sponsors

Name	Party	Role
Andrew Macurdy	D	Sponsor

Related Bills

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- A5025 (NJ)

Official Source

<https://www.njleg.state.nj.us/bill-search/2026/A5089>

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