

SB1146 • California

Advertisement claims: health-related consumer products and services: digital replicas and synthetic performers.

In Committee

Risk: Medium

Comprehensive

Last Action (May 19, 2026): In Assembly. Read first time. Held at Desk.

Summary

SB1146 mandates disclosures for AI-generated health-related ads, but specific requirements, exemptions, and remedies need verification from the bill text.

Business Impact

If you create health-related ads using AI-generated images or voices, you must disclose this clearly or face civil action.

Key Provisions

- Requires clear disclosure for AI-generated health-related advertisements, but specific wording needs verification from the bill text.
- Defines key terms such as 'artificial intelligence' and 'synthetic performer.'
- Allows civil actions for enforcement by the Attorney General or affected individuals.
- Exempts certain advertisements under specific conditions needing verification from the bill text.
- Specifies requirements for visual and audio disclosures in advertisements, including repeated disclosures for audio media longer than two minutes.
- Requires compliance with all other applicable state and federal laws.
- Provides for cumulative remedies needing verification from the bill text.

Compliance Checklist

- Include clear disclosure in advertisements using AI-generated media. | Who: Advertisers and businesses promoting health-related products. | Penalty: Civil action may be taken for non-compliance.
- Ensure that any digital replicas used have prior consent if they depict a health care provider. | Who: Advertisers using digital replicas of health care providers. | Penalty: Civil action may be taken for non-compliance.

Industries Affected

Technology Consumer Protection Healthcare Advertising Health Care

Topics

AI Deepfakes AI in Insurance AI Transparency AI Likeness

Bill Sponsors

Name	Party	Role
Lena Gonzalez	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-05-18	Senate 3rd Reading SB1146 Gonzalez	36	0	Passed
2026-05-14	Do pass	6	0	Passed
2026-04-27	Placed on suspense file	7	0	Passed
2026-04-14	Do pass as amended, but first amend, and re-refer	12	0	Passed
2026-04-06	Do pass, but first be re-referred to the Committee	7	0	Passed

Official Source

https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202520260SB1146

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