

S02414 • New York

Enacts the "political artificial intelligence disclaimer (PAID) act"; requires political communications that use synthetic media to disclose that they were created with the assistance of artificial intelligence; requires committees that use synthetic media to maintain records of such usage.

Introduced

Risk: Medium

Amendment

Last Action (Jan 07, 2026): REFERRED TO ELECTIONS

Summary

The PAID Act mandates disclosures for political communications using synthetic media created with AI assistance and requires committees to maintain records of such usage.

Business Impact

If you use AI for political media, you must disclose AI use and keep records by election certification or face compliance issues.

Key Provisions

- Disclosures required for political communications, such as advertisements or campaign materials, using synthetic media created with AI assistance.
- Committees must maintain records of synthetic media usage.

Compliance Checklist

- Disclose AI assistance in political communications | Who: Political candidates and committees | Penalty: Potential fines or penalties for non-compliance
- Maintain records of synthetic media usage | Who: Political committees | Penalty: Failure to submit records may result in penalties

Industries Affected

Digital Advertising

Political Campaigns

Advertising

General

Media

Topics

AI Deepfakes

AI in Political Advertising

Comprehensive AI

Bill Sponsors

Name	Party	Role
FUNKE		Cosponsor
HOYLMAN		Cosponsor
SAVINO		Cosponsor
SEWARD		Cosponsor
TEDISCO		Cosponsor
VALESKY		Cosponsor
KAPLAN		Primary
LITTLE		Primary
AMEDORE		Cosponsor
BAILEY		Cosponsor
Jamaal Bailey	Democratic/Working Families	Primary
Kevin S. Parker	Democratic/Working Families	Primary

Related Bills

- S06638 (NY)
- A07106 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/S2414>

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