

S01228 • New York

Requires advertisements to disclose the use of a synthetic performer; imposes a \$1,000 civil penalty for a first violation and a \$5,000 penalty for any subsequent violation.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 07, 2026): REFERRED TO CONSUMER PROTECTION

Summary

This bill mandates the disclosure of synthetic performers in advertisements, imposing civil penalties for non-compliance with the disclosure requirement.

Business Impact

If you use AI-generated performers in ads, you must disclose this or face a \$1,000 fine for the first violation.

Key Provisions

- Requires disclosure of synthetic performers in advertisements.
- Imposes a \$1,000 civil penalty for the first violation and \$5,000 for subsequent violations for non-compliance with the disclosure requirement.

Compliance Checklist

- Disclose the use of synthetic performers in advertisements | Who: Advertisers and businesses engaged in advertising | Penalty: \$1,000 for first violation, \$5,000 for subsequent violations
- Ensure advertisements do not mislead consumers regarding performer authenticity | Who: Advertisers and businesses engaged in advertising | Penalty: Civil penalties as specified

Industries Affected

General

Entertainment

Advertising

Media

Bill Sponsors

Name	Party	Role
RITCHIE		Primary
GRIFFO		Primary
CROCI		Cosponsor
FUNKE		Cosponsor
GALLIVAN		Cosponsor
MURPHY		Cosponsor
ORTT		Cosponsor
RANZENHOFER		Cosponsor
GIANARIS		Primary
Robert Ortt		Primary
Peter Oberacker	Republican/Conservative	Cosponsor
Michael Gianaris		Primary

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-05-28	Consumer Protection Vote - Version: C	7	0	Passed

Related Bills

- A00606 (NY)
- S08420 (NY)
- A08887 (NY)
- A06758 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/S1228>

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