

S08420 • 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.

Passed Both Chambers

Risk: Medium

Narrow/Targeted

Last Action (Dec 11, 2025): SIGNED CHAP.617

Summary

This bill mandates that advertisements disclose the use of synthetic performers and imposes civil penalties for violations. Specific definitions or methods are unclear due to the absence of the full bill text.

Business Impact

If you use AI-generated performers in advertisements, you must disclose their use by the ad's publication date or face penalties up to \$5,000.

Key Provisions

- Requires disclosure of synthetic performers in advertisements.
- Imposes a \$1,000 penalty for first violations and \$5,000 for subsequent violations.
- Specific definitions or methods of disclosure are unclear due to the absence of the full bill text.

Compliance Checklist

- Disclose the use of synthetic performers in advertisements | Who: Advertisers and businesses creating advertisements | Penalty: \$1,000 for first violation, \$5,000 for subsequent violations
- Review advertising content for compliance with disclosure requirements | Who: Marketing and compliance teams within businesses | Penalty: Civil penalties as specified

Industries Affected

Entertainment

General

Media

Advertising

Topics

AI Likeness

Bill Sponsors

Name	Party	Role
ORTT		Primary
GOUNARDES		Primary
Jessica Ramos	Democratic/Working Families	Primary
BIAGGI		Primary
Michael Gianaris		Primary

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-06-17	Assembly Vote	92	49	Passed
2025-06-13	Floor Vote - Version: A	59	0	Passed
2025-06-12	Rules Vote - Version: A	20	0	Passed

Related Bills

- A08887 (NY)
- S01228 (NY)
- A00606 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/S8420>

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