

SB 1146 • California

Advertisement claims: health-related consumer products and services: artificial intelligence.

In Committee

Risk: Medium

Narrow/Targeted

Last Action (Apr 15, 2026): From committee: Do pass as amended and re-refer to Com. on APPR. (Ayes 12. Noes 0.) (April 14).

Summary

This bill mandates disclosures for AI-generated or altered representations of health care providers in advertisements, with specified exceptions, and provides factors for determining if a person is 'identifiably depicted'.

Business Impact

If you advertise health-related products using AI-generated images of providers, you must disclose this by the time the bill is enacted to avoid legal action.

Key Provisions

- Requires clear disclosure for AI-generated or altered representations of health care providers in advertisements.
- Defines terms related to the identification of individuals in electronic representations and provides factors for determining if a person is 'identifiably depicted'.
- Allows civil actions for enforcement by the Attorney General, district attorneys, or depicted individuals.
- Violations do not constitute a misdemeanor.
- Applies to advertisements for health-related consumer products and services.
- Includes specified exceptions to the disclosure requirement.

Compliance Checklist

- Include disclosures in advertisements using AI-generated representations of health care providers. | Who: Advertisers of health-related consumer products and services. | Penalty: Potential civil action for non-compliance.

Industries Affected

- Technology
- Healthcare
- Consumer Protection
- Advertising

Topics

- AI Healthcare
- AI Transparency

Bill Sponsors

| Name | Party | Role |
|----------|-------|--------|
| Gonzalez | | Author |

Official Source

<https://openstates.org/ca/bills/20252026/SB1146/>

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