

AB3050 • California

Artificial intelligence.

Introduced

Risk: High

Comprehensive

Last Action (Mar 21, 2024): Referred to Coms. on P. & C.P. and JUD.

Summary

AB 3050 mandates watermarks for AI-generated materials and establishes liability for unauthorized use of personal likenesses in deepfakes.

Business Impact

If you generate AI content in California, you must include required watermarks by one year after regulations are issued or face fines up to \$500.

Key Provisions

- Requires watermarks on AI-generated materials to include digital content provenance.
- Prohibits creation of covered AI-generated material without compliant watermarks.
- Establishes liability for unauthorized use of personal likenesses in deepfakes.
- Civil penalties for violations range from \$250 to \$500.
- Compliance deadline is one year after the issuance of regulations.
- Defines key terms related to AI and deepfakes.

Compliance Checklist

- Include required watermarks on AI-generated materials | Who: AI-generating entities | Penalty: Fines up to \$500
- Obtain consent for using personal likenesses in deepfakes | Who: AI-generating entities or individuals | Penalty: Liability for actual damages

Industries Affected

Technology

Media

Government

Entertainment

Topics

AI Deepfakes

AI
Transparency

AI in
Government

Comprehensive
AI

AI Likeness

AI Liability

Bill Sponsors

| Name | Party | Role |
|----------|-------|---------|
| Evan Low | D | Sponsor |

Official Source

https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202320240AB3050

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