

SB970 • California

Artificial intelligence technology.

Introduced

Risk: High

Comprehensive

Effective: Jul 01, 2026 | Last Action (May 16, 2024): May 16 hearing: Held in committee and under submission.

Summary

Regulates AI-generated media, requiring warnings and evidence screening.

Business Impact

If you sell AI tools in California, you must provide warnings by 2026 or face \$25,000/day fines.

Key Provisions

- Mandates consumer warnings for AI-generated media by July 1, 2026.
- Requires Judicial Council to develop procedures for synthetic content in evidence.
- Defines synthetic media as AI-generated audio, video, or images.
- Imposes \$25,000/day fines for non-compliance with consumer warning requirements.

Compliance Checklist

- Provide consumer warnings for AI-generated media | Who: Businesses selling AI tools | Penalty: \$25,000/day fine
- Develop screening procedures for synthetic content | Who: Judicial Council

Industries Affected

Technology

Legal

Topics

Bill Sponsors

Name	Party	Role
Angelique Ashby	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-05-06	Placed on suspense file	7	0	Passed
2024-04-23	Do pass, but first be re-referred to the Committee	5	0	Passed
2024-04-09	Do pass as amended, but first amend, and re-refer	11	0	Passed

Related Bills

- SB11 (CA)

Official Source

https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202320240SB970

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