

A07106 • New York

Enacts the "political artificial intelligence disclaimer (PAID) act"; requires political communications that use synthetic media to disclose that they were created with the assistance of artificial intelligence; requires committees that use synthetic media to maintain records of such usage.

Introduced

Risk: Medium

Comprehensive

Last Action (Mar 18, 2024): print number 7106b

Summary

The PAID Act mandates disclosures for political communications using synthetic media and requires committees to maintain usage records.

Business Impact

If you produce political communications using AI-generated content in New York, you must disclose this use or face potential penalties.

Key Provisions

- Political communications using synthetic media must disclose AI assistance.
- Committees must maintain records of synthetic media usage during campaigns.
- Records must include types of media, voter contact numbers, and expenditures.
- Candidate committees must submit records within one month post-election certification.
- The state board of elections will provide a record template for compliance.
- Regulations will be established to enforce these provisions.

Compliance Checklist

- Disclose AI assistance in political communications | Who: Political committees producing such communications | Penalty: Potential penalties for non-compliance not specified in the bill.
- Maintain records of synthetic media usage | Who: All political committees | Penalty: Potential penalties for non-compliance not specified in the bill.

Industries Affected

Advertising

General

Media

Political Campaigns

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

Comprehensive AI

Bill Sponsors

Name	Party	Role
COLTON		Primary
ENGLEBRIGHT		Cosponsor
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SEAWRIGHT		Cosponsor
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Related Bills

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- S06638 (NY)
 - S02414 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2023/A7106>

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