

# A07904 • New York

Requires disclosure of the use of artificial intelligence in political communications; directs the state board of elections to create criteria for determining whether a political communication contains an image or video footage created through generative artificial intelligence and to create a...

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 27, 2024): print number 7904a

## Summary

This bill mandates disclosure of AI use in political communications and directs the state board of elections to define AI-generated content.

## Business Impact

If you engage in political communications in New York, you must disclose AI-generated content by the time of publication or face penalties.

## Key Provisions

- Requires disclosure of AI use in political communications.
- Directs the state board of elections to create criteria for AI-generated content.
- Establishes a definition for content generated by artificial intelligence.

## Compliance Checklist

- Disclose the use of AI in political communications | Who: Political entities and campaign organizations | Penalty: Potential penalties for non-compliance not specified.

## Industries Affected

Consumer Protection

Advertising

Political Campaigns

Media

# Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

## Bill Sponsors

Name	Party	Role
ABBATE		Primary
BARRON		Cosponsor
GANDOLFO		Primary
Clyde Vanel	Democratic	Primary
Alicia Hyndman	Democratic	Cosponsor
Jo Anne Simon	Democratic	Cosponsor
Chantel Jackson	Democratic	Cosponsor
John Zaccaro Jr.		Cosponsor
Amanda Septimo	Democratic/Working Families	Cosponsor
Deborah Glick	Democratic	Cosponsor
Robert Smullen	Republican	Primary

## Related Bills

- S07592 (NY)

## Official Source

<https://www.nysenate.gov/legislation/bills/2023/A7904>

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