

A09054 • New York

Prohibits political communication containing any photo, video or audio depiction of a candidate created in whole or in part through the use of generative artificial intelligence.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 05, 2024): referred to election law

Summary

This bill prohibits political communications featuring realistic depictions of candidates created using generative artificial intelligence.

Business Impact

If you create political content in New York, you must ensure no AI-generated depictions of candidates are used or face legal consequences.

Key Provisions

- Prohibits political communications with AI-generated depictions of candidates or persons interacting with candidates.
- Defines 'generative artificial intelligence' as technology that learns and generates new data.
- Applies to realistic depictions involving candidates or persons interacting with candidates.

Compliance Checklist

- Ensure no AI-generated depictions of candidates are included in political communications. | Who: Political campaign teams and communication strategists. | Penalty: Potential legal challenges and reputational damage.

Industries Affected

Advertising

Media

General

Political Campaigns

Political Campaigning

Political Advertising

Media and Communications

Media and Advertising

Topics

AI in Political Advertising

Bill Sponsors

Name	Party	Role
RA		Primary
OAKS		Cosponsor
DIPIETRO		Cosponsor
ERRIGO		Cosponsor
BLANKENBUSH		Cosponsor
GARBARINO		Cosponsor
NORRIS		Cosponsor
MORINELLO		Cosponsor
LAWRENCE		Cosponsor
GRIFFIN		Primary
JOYNER		Primary
BUTTENSCHON		Cosponsor

Related Bills

- A07656 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2023/A9054>

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