

A10652 • New York

Requires the owner, licensee or operator of a visual or audio generative artificial intelligence system to take steps to prohibit its users from creating unauthorized realistic depictions of public officials.

Introduced

Risk: High

Comprehensive

Effective: Jul 22, 2025 | Last Action (Jul 22, 2024): referred to consumer affairs and protection

Summary

This bill requires AI system operators accessible to New York residents to prevent unauthorized realistic depictions of public officials within 60 days of notification, taking effect one year after becoming law.

Business Impact

If you operate a generative AI system in New York, you must implement measures to prevent unauthorized depictions of public officials by 2025 or face fines.

Key Provisions

- Operators must implement methods to prevent unauthorized depictions of public officials within 60 days of notification.
- Penalties of \$100 per unauthorized depiction, capped at \$100,000 in total.
- Operators can request identification to process requests from covered persons.
- Safeguards can be implemented for authorized depictions, but operators remain liable if safeguards are unreasonable.
- The bill does not apply if outputs are processed by a third party without control over the generative model.
- The bill applies to AI systems accessible to New York residents and takes effect one year after becoming law.

Compliance Checklist

- Implement a method to prevent unauthorized depictions of public officials. | Who: Owners, licensees, or operators of generative AI systems. | Penalty: \$100 per unauthorized depiction, up to \$100,000.

- Provide a clear method for covered persons to send notices. | Who: Owners, licensees, or operators of generative AI systems. | Penalty: Liability for unauthorized depictions if not compliant.

Industries Affected

Media General Technology Artificial Intelligence Entertainment Media and Entertainment

Bill Sponsors

Name	Party	Role
Rules Committee		Primary
HOOPER		Primary
Karen McMahon	Democratic	Primary
Marianne Buttenschon	Democratic	Cosponsor
Pamela J. Hunter	Democratic	Cosponsor
Charles Lavine	Democratic	Cosponsor
Stephen Hawley		Cosponsor
Joe Angelino	Republican/Conservative/Independence	Cosponsor

Related Bills

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- A00235 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2023/A10652>

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