

S06638 • 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

Narrow/Targeted

Last Action (Jun 07, 2024): COMMITTED TO RULES

Summary

The PAID Act mandates disclosure of AI-assisted synthetic media in political communications and record-keeping by committees.

Business Impact

If you use synthetic media in political communications in New York, you must disclose AI assistance or face penalties.

Key Provisions

- Political communications using synthetic media must disclose AI assistance.
- Committees must maintain records of synthetic media usage.
- The bill aims to enhance transparency in political communications.

Compliance Checklist

- Disclose AI assistance in synthetic media used for political communications. | Who: Political committees and organizations. | Penalty: Potential penalties for non-compliance.
- Maintain records of synthetic media usage. | Who: Political committees. | Penalty: Potential penalties for non-compliance.

Industries Affected

General

Political Campaigns

Media

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

Comprehensive AI

Bill Sponsors

Name	Party	Role
MONTGOMERY		Primary
HELMING		Primary
FUNKE		Cosponsor
SALAZAR		Primary
BENJAMIN		Cosponsor
BRISPORT		Cosponsor
JACKSON		Cosponsor
Kevin S. Parker	Democratic/Working Families	Primary
Kristen Gonzalez	Democratic/Working Families	Cosponsor
Leroy Comrie	Democratic	Cosponsor
Robert Jackson	Democratic/Working Families	Cosponsor
Julia Salazar	Democratic/Working Families	Cosponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-03-12	Elections Vote - Version: B	7	0	Passed

Related Bills

- A07106 (NY)
- S02414 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2023/S6638>

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