

S07592 • 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 26, 2024): PRINT NUMBER 7592A

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 the use of AI-generated content or face potential penalties.

Key Provisions

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

Compliance Checklist

- Disclose the use of AI in political communications | Who: Political candidates, parties, and organizations | Penalty: Potential penalties for non-compliance may apply.

Industries Affected

Consumer Protection

Advertising

Political Campaigns

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

Bill Sponsors

Name	Party	Role
CARLUCCI		Primary
LITTLE		Primary
Jake Ashby	Republican/Conservative	Primary
BRISPORT		Primary
Cordell Cleare	Democratic	Primary

Related Bills

- A07904 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2023/S7592>

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