

A06758 • New York

Requires advertisements to disclose the use of synthetic media; imposes a \$1,000 civil penalty for a first violation and a \$5,000 penalty for any subsequent violation.

Introduced

Risk: High

Comprehensive

Last Action (May 02, 2022): print number 6758a

Summary

This bill mandates advertisements to disclose the use of synthetic media and imposes penalties for violations.

Business Impact

If you use synthetic media in advertisements in New York, you must disclose its use or face fines of \$1,000 for the first violation and \$5,000 for subsequent violations.

Key Provisions

- Advertisements must disclose the use of synthetic media.
- A disclaimer is required if synthetic media depicts a model resembling a natural person.
- Penalties include \$1,000 for the first violation and \$5,000 for subsequent violations.
- No defense for using synthetic media without consent from depicted individuals.
- The bill does not affect existing civil rights protections.
- It clarifies the scope of protections under federal law regarding content liability.

Compliance Checklist

- Disclose the use of synthetic media in advertisements | Who: Any business using synthetic media in advertising | Penalty: \$1,000 for first violation, \$5,000 for subsequent violations
- Include disclaimers for synthetic representations of individuals | Who: Advertisers using synthetic media to depict models | Penalty: \$1,000 for first violation, \$5,000 for subsequent violations

Industries Affected

Advertising

General

Media

Marketing

Topics

AI Deepfakes

Bill Sponsors

Name	Party	Role
TITUS		Primary
KOLB		Primary
BUTLER		Cosponsor
OAKS		Cosponsor
MONTESANO		Cosponsor
DIPIETRO		Cosponsor
BRABENEC		Cosponsor
WALTER		Cosponsor
ASHBY		Cosponsor
ROSENTHAL L		Primary
Brian Cunningham	Democratic	Primary
Tony Simone	Democratic	Primary

Related Bills

- A00606 (NY)
- S01228 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2021/A6758>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.