

A 216 • New York

Relates to requiring advertisements to disclose the use of synthetic media

Unknown

Risk: Medium

Narrow/Targeted

Summary

This bill requires advertisements to disclose the use of synthetic media, though specific guidelines, penalties, definitions, and exceptions are not addressed in this analysis.

Business Impact

If you create advertisements using synthetic media in New York, you must disclose this use or face potential penalties.

Key Provisions

- Advertisements using synthetic media must include clear disclosures.
- Specific guidelines, penalties, definitions, and exceptions are not addressed in this analysis without the full bill text.

Compliance Checklist

- Disclose the use of synthetic media in advertisements | Who: Advertisers and businesses using synthetic media | Penalty: Potential fines or penalties for non-compliance

Industries Affected

Marketing

Advertising

Topics

AI Deepfakes

Official Source

<https://openstates.org/ny/bills/2023-2024/A216/>

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.