

A 216 • New York

Relates to requiring advertisements to disclose the use of synthetic media

Unknown

Risk: Medium

Narrow/Targeted

Summary

This bill suggests a requirement for advertisements to disclose synthetic media use, but specifics are unconfirmed without the full text. Analysis is speculative.

Business Impact

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

Key Provisions

- The bill suggests advertisements may need to disclose the use of synthetic media.
- Specifics of penalties and definitions are not confirmed without the full bill text. This analysis is speculative, subject to change upon review of 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/>

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