

## Provenance of Digital Content

Unknown

Risk: High

Comprehensive

Effective: Jul 01, 2025 | Last Action (Jun 16, 2025): Died in Ethics and Elections

## Summary

Requires AI-generated electoral content to include provenance data and establishes a digital content provenance pilot program for emergency management operations, which will be repealed on June 30, 2030, unless reviewed and reenacted.

## Business Impact

If you provide AI tools in Florida, you must include provenance data by 2025 or face unfair practice penalties.

## Key Provisions

- AI-generated electoral content must include provenance data.
- Establishes a digital content provenance pilot program for emergency management operations.
- AI tool providers must offer provenance application tools and readers.
- Social media platforms must retain and display provenance data.
- Capture devices must allow provenance data inclusion.
- Non-compliance is an unfair or deceptive act.
- Annual reporting is required, and the program will be repealed on June 30, 2030, unless reviewed and reenacted.

## Compliance Checklist

- Include provenance data on AI-generated electoral content. | Who: AI content creators | Penalty: Unfair or deceptive act penalties
- Provide provenance application tools and readers. | Who: AI tool providers | Penalty: Unfair or deceptive act penalties
- Retain and display provenance data on platforms. | Who: Social media platforms | Penalty: Unfair or deceptive act penalties

- Ensure capture devices can include provenance data. | Who: Capture device manufacturers | Penalty: Unfair or deceptive act penalties

## Industries Affected

Technology

Social Media

## Topics

AI Deepfakes

## Official Source

<https://www.flsenate.gov/Session/Bill/2025/702/BillText/Filed/HTML>

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