

S0702 • Florida

Provenance of Digital Content

Enacted

Risk: High

Comprehensive

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

Summary

The bill mandates digital provenance data for AI-generated content depicting electoral candidates and establishes a pilot program for digital content provenance.

Business Impact

If you provide generative AI tools in Florida, you must apply provenance data to generated content by July 1, 2025, or face enforcement actions.

Key Provisions

- Content depicting electoral candidates must include digital provenance data if generated by AI.
- A pilot program for digital content provenance is established within the Division of Emergency Management.
- Providers of generative AI tools must apply provenance data to synthetic content and provide public access to verification tools.
- Provenance data may not include personal identifying information unless directed by the user.

Compliance Checklist

- Apply provenance data to AI-generated content | Who: Providers of generative AI tools | Penalty: Enforcement actions by the Attorney General
- Include provenance data in digital images and videos | Who: Division of Emergency Management | Penalty: Enforcement actions by the Attorney General
- Retain and display provenance data for synthetic content | Who: Social media platforms | Penalty: Enforcement actions by the Attorney General

Industries Affected

Topics

AI Deepfakes

Bill Sponsors

Name	Party	Role
Commerce and Tourism		Sponsor
Daniel Burgess	R	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-03-10	Senate Commerce and Tourism	7	1	Passed

Amendments

- Senate Committee Amendment #196458 — 2025-03-07 (Not Adopted)

Official Source

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

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