

# A09091 • New York

Requires search engines inform users when showing information which was generated using artificial intelligence.

Introduced

Risk: Medium

Comprehensive

Effective: Jan 10, 2026 | Last Action (May 05, 2026): held for consideration in consumer affairs and protection

## Summary

This bill mandates all search engines operating in New York to inform users when displaying AI-generated information, specifying methods for disclosure.

## Business Impact

If you operate a search engine in New York, you must disclose AI-generated content to users by 90 days after the law is enacted or face fines up to \$5,000.

## Key Provisions

- Search engines operating in New York must inform users when displaying AI-generated information using clear labeling or notifications.

## Compliance Checklist

- Inform users when displaying AI-generated information | Who: Search engines operating in New York | Penalty: Up to \$5,000 for violations

## Industries Affected

General

## Topics

## Bill Sponsors

Name	Party	Role
Keith Brown	R	Sponsor
Joseph DeStefano	R	Sponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2026-05-05	Assembly Consumer Affairs And Protection Committee	9	3	Passed

## Official Source

<https://www.nysenate.gov/legislation/bills/2025/A9091>

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