

# A09091 • New York

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

Unknown

Risk: Medium

Narrow/Targeted

Last Action (Jan 07, 2026): referred to consumer affairs and protection

## Summary

Mandates search engines to disclose when information is AI-generated, with specific disclosure requirements.

## Business Impact

If you operate a search engine in New York, you must disclose AI-generated info by 90 days post-enactment or face \$5,000 fines.

## Key Provisions

- Search engines must disclose AI-generated information.
- Disclosure must be in the same font size as the information.
- Disclosure must appear directly above and as a watermark.
- Non-compliance results in up to \$5,000 penalty.

## Compliance Checklist

- Disclose AI-generated information in search results. | Who: Search engine operators | Penalty: Up to \$5,000 fine

## Industries Affected

Technology

Internet Services

## Official Source

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[https://assembly.state.ny.us/leg/?default\\_fld=&bn;=A09091&term;=2025&Summary;=Y&Actions;=Y&Text;=Y&Committee;%26nbspVotes=Y&Floor;%26nbspVotes=Y#A09091](https://assembly.state.ny.us/leg/?default_fld=&bn;=A09091&term;=2025&Summary;=Y&Actions;=Y&Text;=Y&Committee;%26nbspVotes=Y&Floor;%26nbspVotes=Y#A09091)

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