

staged images and unaltered images. Given the high competition in the rental market, it is not uncommon for renters to commit to a unit without visiting it in person. Without disclosures that a photo has been digitally altered and access to the unaltered original, these images risk unintended misrepresentation and consumer harm.

AB 2025 protects consumers from misleading rental listings by simply requiring disclosure and labeling of virtually staged and altered images and requiring that access be provided to the original image.

- 2) **Background.** Existing law, enacted by AB 723, requires real estate brokers and salespersons who use digitally altered images in advertisements for the sale of real property to disclose the alteration and provide access to the original image. This bill extends that framework to advertisements for the rental of real property. The framework includes a carve-out for minor digital adjustments — such as lighting, white balance, color correction, and cropping — that do not change the representation of the real property.

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