

ASSEMBLY THIRD READING
AB 2713 (Wicks)
As Amended April 21, 2026
Majority vote

SUMMARY

Updates the California Artificial Intelligence (AI) Transparency Act to allow a large online platform to permit users to download content provenance data directly from the platform, and to prohibit a large online platform from knowingly stripping system provenance data or a digital signature from user-downloaded content.

Major Provisions

- 1) Allows a large online platform to permit users to download content provenance data directly from the platform, in a format that cannot be easily integrated into unrelated content, rather than downloading content with provenance data attached.
- 2) Prohibits a large online platform from knowingly stripping system provenance data or a digital signature from content a user downloads from the large online platform.

COMMENTS

Background. Over the past three years, as generative artificial intelligence (GenAI) technologies have become more realistic and accessible, online content that appears genuine, but that is actually false, has flooded social media and other large online platforms. This unmitigated spread of synthetic content threatens to harm Californians in numerous ways, such as through the proliferation of nonconsensual deepfake pornography, scams, and the distribution of targeted political disinformation.

Seeking to enact a comprehensive content provenance framework to combat the rapid online proliferation of AI-generated content, the Legislature passed SB 942 (Becker) Chapter 291, Statutes 2024. The law applies to "covered providers" – developers of publicly-accessible GenAI systems with over one million monthly users – requiring them to provide a free, publicly accessible tool that allows users to detect whether audio, image, or video content was generated or altered by their systems. The bill permits visible disclosures and requires latent, machine-detectable provenance data to be embedded into content generated by these providers' GenAI systems.

While SB 942 focused primarily on developers of large GenAI systems, AB 853 (Wicks) Chapter 674, Statutes 2025 imposed disclosure requirements on large online platforms and manufacturers of devices capable of capturing digital content (e.g. digital cameras.) Together, these bills effectively require GenAI developers to disclose that content generated by their systems is "fake" beginning in mid-2026, recording device manufacturers to disclose that content captured by their devices is "real" beginning in early 2028, and large online platforms to prominently disclose this provenance data to users beginning in early 2027.

What this bill would do. This bill would allow large online platforms to permit users to download provenance data attached to content, rather than the content itself, and would prohibit large online platforms from stripping provenance data out of user-downloaded content.

Analysis. AB 853 provided large online platforms with three options for disclosing content provenance data to users of the platform: (1) directly disclosing the data through a user interface created by the platform, (2) providing a link to an external website displaying the content, and (3) permitting users to download any content with its provenance data attached. According to the author, various groups representing copyright owners have expressed concern with this third mechanism: they claim that enabling users to download content directly from social media platforms will facilitate online piracy. To address this concern, this bill adjusts this mechanism to instead allow a platform to permit users to download content provenance data directly from a large online platform, in a format that cannot be easily integrated into unrelated content. The bill also prohibits a large online platform from knowingly stripping system provenance data or a digital signature from content a user downloads from the large online platform.

According to the Author

New and emerging developments of generative AI (GenAI) tools have made it easier to create, edit, and doctor images, video, and audio. GenAI technologies can create and manipulate content to look realistic and convincing, which allow bad actors to create harmful content and spread disinformation. With the passage of AB 853, there would be more transparency of AI-generated content in the digital information ecosystem, and users would have more information to understand the source of content.

AB 2713 would provide additional clarification within existing law in order that any requirements to share provenance information on large online platforms would have to be operationalized in a way that protects content creators and allow for large online platforms to provide meaningful information for users on their platforms.

Arguments in Support

None on file.

Arguments in Opposition

None on file.

FISCAL COMMENTS

None.

VOTES

ASM PRIVACY AND CONSUMER PROTECTION: 15-0-0

YES: Bauer-Kahan, Macedo, Aguiar-Curry, Bryan, DeMaio, Hoover, Irwin, Lowenthal, McKinnor, Ortega, Patterson, Petrie-Norris, Ward, Wicks, Wilson

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