

## CONCURRENCE IN SENATE AMENDMENTS

AB 2713 (Wicks)

As Amended August 21, 2026

Majority vote

**SUMMARY**

Updates the California AI Transparency Act by allowing large online platforms to permit users to download content provenance data directly from a platform, and prohibiting large online platforms from knowingly stripping system provenance data or a digital signature from user-downloaded content.

**Senate Amendments**

- 1) Clarify that a large online platform shall provide a user interface that reliably indicates whether any system provenance data or digital signature embedded into, attached to, or otherwise associated with content identifies the content as having been generated or substantially altered by a GenAI system or captured by a capture device.
- 2) Provide that the bill does not require a large online platform to maintain, display, or allow a user to download personal information.
- 3) Clarify that the bill does not require a large online platform to take any action with respect to provenance data, system provenance data, or digital signatures that are not compliant or interoperable with widely adopted specifications issued by an established standards-setting body.

**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 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, Stats. 2024, Ch. 291). 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 of 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**

The Center for AI and Digital Policy writes:

AB 2713 is a clear step toward enhanced transparency for AI-generated content. The bill establishes baseline mechanisms enabling users, journalists, researchers, and enforcement authorities to inspect provenance of content online. It strengthens existing law with new language that secures users' right to access provenance data and requires companies to ensure transparency and traceability.

### **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

**ASSEMBLY FLOOR: 74-0-6**

**YES:** Addis, Aguiar-Curry, Ahrens, Alanis, Alvarez, Ávila Farías, Bains, Bauer-Kahan, Bennett, Berman, Boerner, Bonta, Bryan, Calderon, Caloza, Carrillo, Castillo, Connolly, Davies, DeMaio, Dixon, Elhawary, Ellis, Flora, Fong, Gabriel, Gallagher, Gipson, Jeff Gonzalez, Mark González, Hadwick, Haney, Harabedian, Hart, Hoover, Irwin, Jackson, Johnson, Kalra, Krell, Lee, Lowenthal, Macedo, McKinnor, Muratsuchi, Nguyen, Ortega, Pacheco, Papan, Patel, Patterson, Pellerin, Petrie-Norris, Quirk-Silva, Ransom, Michelle Rodriguez, Rogers, Blanca Rubio, Sanchez, Schiavo, Schultz, Sharp-Collins, Solache, Soria, Stefani, Ta, Tangipa, Valencia, Wallis, Ward, Wicks, Wilson, Zbur, Rivas

**ABS, ABST OR NV:** Arambula, Chen, Garcia, Lackey, Ramos, Celeste Rodriguez

**SENATE FLOOR: 40-0-0**

**YES:** Allen, Alvarado-Gil, Archuleta, Arreguín, Ashby, Becker, Blakespear, Cabaldon, Caballero, Cervantes, Choi, Cortese, Dahle, Durazo, Gonzalez, Grayson, Grove, Hurtado, Jones, Laird, Limón, McGuire, McNerney, Menjivar, Niello, Ochoa Bogh, Padilla, Pérez, Reyes, Richardson, Rubio, Seyarto, Smallwood-Cuevas, Stern, Strickland, Umberg, Valladares, Wahab, Weber Pierson, Wiener

**UPDATED**

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