1   A bill to be entitled
2   An act relating to provenance of digital content;
3   creating s. 501.9741, F.S.; providing definitions;
4   requiring certain artificial intelligence providers to
5   make provenance data available through specified
6   options; requiring such providers to make provenance
7   readers available in a specified manner; requiring
8   certain social media platforms to retain and make
9   available certain provenance data; providing
10   applicability; providing that a violation constitutes
11   an unfair or deceptive act or practice; providing an
12   effective date.
13
14   Be It Enacted by the Legislature of the State of Florida:
15
16   **Section 1. Section 501.9741, Florida Statutes, is created**
17   **to read:**
18   501.9741 Provenance data of digital content.—
19   (1) As used in this section, the term:
20   (a) "Generative artificial intelligence" has the same
21   meaning as in s. 106.145(1).
22   (b) "Generative artificial intelligence model" means an
23   artificial intelligence system designed to generate new data or
24   content based on the patterns or structures of its training
25   data. The term does not include capabilities primarily intended

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26 for classifications, predictions, or labeling.

27   (c) "Generative artificial intelligence provider" means an

28 organization that develops a generative artificial intelligence

29 tool that is publicly available.

30   (d) "Generative artificial intelligence tool" means a

31 product or feature that provides the outputs from a generative

32 artificial intelligence model to end users.

33   (e) "Provenance application tool" means a tool or online

34 service that allows users to apply provenance data.

35   (f) "Provenance data" means information about the origin

36 of digital content and the history of modifications to such

37 content in a format that is compliant with widely adopted

38 guidelines or specifications promulgated by an established

39 standard-setting body. Provenance data must indicate whether

40 some or all of the content is synthetic content. If there is

41 synthetic content, the provenance data must identify the name of

42 the generative artificial intelligence provider whose generative

43 artificial intelligence tool generated the synthetic data.

44 Provenance data shall not include any personally identifying

45 information, unique device, system, or service information that

46 is reasonably capable of being associated with a particular

47 user, unless directed by the user.

48   (g) "Provenance reader" means a tool or service that

49 allows users to view provenance data.

50   (h) "Social media platform" means an online forum,

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51 website, or application for which the primary function is to
52 allow users to upload content or view content or activity of
53 other users. The term does not include:
54   1. An online service, website, or application where the
55 exclusive function is e-mail or direct messaging consisting of
56 text, photographs, pictures, images, or videos shared only
57 between the sender and the recipients, without displaying or
58 posting publicly to other users not specifically identified as
59 the recipients by the sender; or
60   2. An online service, website, or application, that
61 consists primarily of news, sports, entertainment, or other
62 information or content that is not user generated or uploaded
63 but is preselected by the provider, and for which any chat,
64 comments, or interactive functionality is incidental to,
65 directly related to, or dependent on the provision of the
66 content.
67   (i) "Synthetic content" means any visual or audio content
68 that has been produced or modified by a generative artificial
69 intelligence tool.
70   (2) A generative artificial intelligence provider shall:
71   (a) Make available a provenance application tool that
72 enables the user to apply provenance data, either directly or
73 through the use of third-party technology, to content that has
74 been generated or modified to include synthetic content; or
75   (b) Apply provenance data, either directly or through the

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76 use of third-party technology, to content that has been
77 generated or modified to include synthetic content.
78   (3) A generative artificial intelligence provider subject
79 to the requirements of subsection (2) shall also make available
80 to the public for free, either directly or through the use of
81 third-party technology, a provenance reader.
82   (4) A social media platform must retain all available
83 provenance data of content uploaded to or posted on such
84 platform, and make available to the users of the platform such
85 provenance data in a readable format directly or through a
86 conspicuous indicator that allows a user to access the
87 provenance data or both. This requirement does not apply in
88 cases of the user's removal of provenance data.
89   (5) A violation of this section constitutes an unfair or
90 deceptive act or practice as specified in s. 501.204 and shall
91 be exclusively enforced in a civil action by the Attorney
92 General. The Department of Legal Affairs must notify the
93 generative artificial intelligence provider or the social media
94 platform of any suspected violation and allow the provider or
95 platform 30 calendar days to cure the alleged violation before
96 initiating enforcement action. This section does not create a
97 private right of action.
98   **Section 2.** This act shall take effect July 1, 2026.

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