

Joint Committee on Advanced Information Technology, the Internet and Cybersecurity 2025-2026 (194th) Bill Summary

Bill Number: H. 81

Title: An Act relative to artificial intelligence disclosure

Lead Sponsor: Representative Steven S. Howitt

Hearing Date: September 11, 2025

Report Date: November 10, 2025

Current Law:

M.G.L. c. 24A establishes the Office of Consumer Affairs and Business Regulation.

Title XV of Part I of the Massachusetts General Laws allows for the regulation of trade.

M.G.L. c. 93A prohibits unfair and deceptive trade practices in the commonwealth.

Executive Summary: Requires all generative AI systems operating in the Commonwealth to clearly and conspicuously label AI-generated audio, video, text, and print content with permanent disclosure notices and metadata identifying the AI system used and creation timestamp. The law prohibits users from removing these disclosure notices, imposing fines of no less than \$500 for first violations and \$1,000 for subsequent violations. Establishes rulemaking authority for the Office of Consumer Affairs and Business Regulation

Legislative History: Filed as HD. 4788 (2023-24) referred to House Rules; no further action taken

Summary:

Defines “Artificial intelligence” as computerized methods and tools, including but not limited to machine learning and natural language processing, that act in a way that resembles human cognitive abilities when it comes to solving problems or performing certain tasks. Artificial intelligence may be referred to as “AI” throughout this chapter.

Defines “AI-generated content” as image, video, audio, print or text content that is substantially created or modified by a generative artificial intelligence system such that the use of the system materially alters the meaning or significance that a reasonable person would take away from the content.

Defines “Generative artificial intelligence system” as any system, tool or platform that uses artificial intelligence to generate or substantially modify video, audio, print or text content.

Defines “Metadata” as structural or descriptive information about data such as content, format, source, rights, accuracy, provenance, frequency, periodicity, granularity, publisher or responsible party, contact information, method of collection, and other descriptions

Section 2.

Each generative artificial intelligence system used to create audio, video, text or print AI-generated content within the commonwealth shall include on or within such content a clean and conspicuous disclosure that meets the following criteria:

- (i) a clear and conspicuous notice, as appropriate for the medium of the content, that identifies the content as AI-generated content, which is to the extent technically feasible, permanent or uneasily removed by subsequent users; and
- (ii) metadata information that includes an identification of the content as being AI-generated content, the identity of the system, tool or platform used to create the content, and the date and time the content was created.

A violation of this section shall be punishable in the same manner as provided in Chapter 93A of the General Laws, as so appearing.

Section 3.

Any person located within the Commonwealth using a generative artificial intelligence system to create audio, video, text or print AI-generated content, or repurposing such content, shall be prohibited from removing any notice or disclosure, as provided in the previous section.

A violation of this section shall be punishable by a fine of not less than \$500 for a first offense and \$1,000 for each subsequent offense.

Section 4.

Establishes rulemaking authority for the Office of Consumer Affairs and Business Regulation, to establish any rules or regulations it deems necessary to carry out the obligations of this chapter.