



Bill Study:

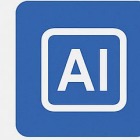
AI Labeling and Provenance

Presented by Jodi Kuhn, Executive Director

What is AI Labeling and Provenance?

Provenance - The record of where AI data and models come from, how they were built, and how outputs were generated.

Labeling - The disclosure to users that content was created or modified by AI, often through tags, watermarks, or metadata.



AI Labeling

- Indicates if content is AI-generated or altered
- Visible tags or watermarks



AI Provenance

- Tracks the origin of AI content
- Historical metadata stored in files

Policy Recommendations

- (1) Focus on labeling authentic and trusted content via flexible labeling approaches like authenticity markers and voluntary AI tags.
- (2) Do not require a specific provenance standard.
- (3) Require platforms to reasonably carry forward provenance data when content is uploaded or shared.

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Thank You