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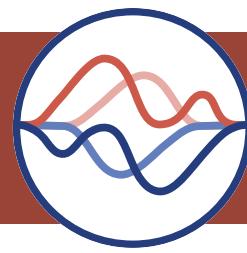


State Landscape Artificial Intelligence



**2025 State
Landscapes**

Artificial Intelligence



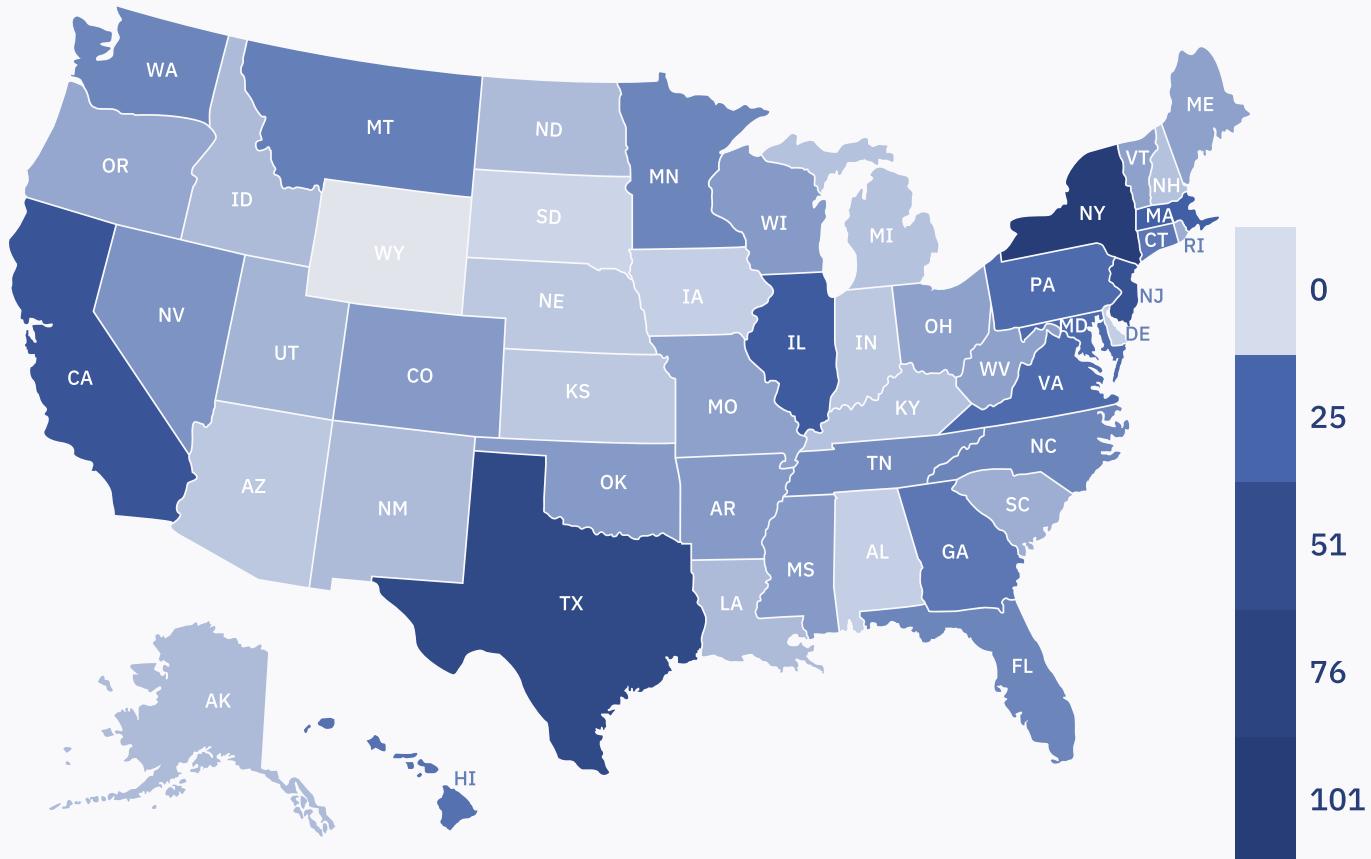
State Landscapes 2025

Each year, the Computer & Communications Industry Association (CCIA) State Policy Center releases a series of policy overviews. These overviews outline major trends across the 50 state legislatures and highlight key states expected to be active in the upcoming session. In recent years, many state legislatures have considered laws that would significantly impact the technology industry.

Because legislators often borrow or mimic ideas and legislation from other states, it's important to reflect on the trends from this year's legislative efforts to prepare for future policy engagements. Monitoring trends in individual state capitals can be instructive for broader policy developments. It is especially important to be prepared to engage in consequential policy conversations for policies that could threaten innovation and the broader digital economy.



State Artificial Intelligence Landscape 2025



Includes carryover legislation from 2024 and new legislation in 2025. Data current through 9/30/2025.

The rise of a new wave of artificial intelligence (AI) systems, particularly generative AI, has put this technology at the forefront of government discussions. The 2025 legislative session saw virtually every state in the country introduce a piece of legislation aimed at regulating AI.

While Congress and federal agencies continue to weigh the proper approach to develop standards in this space, state governments have already passed legislation with broad implications for the way this technology is treated in those jurisdictions.

Types of State AI Measures

1 Safety Guardrails

These proposals aim to regulate the development and use of advanced AI models. They may include requirements for developers to conduct safety assessments, mitigate risks, and disclose information about their models, such as their capabilities, limitations, and potential biases. Companies could also be held accountable for any harmful outcomes.

Examples:

- [CA SB 53](#)
- [GA SB 9](#)
- [NY SB 6953](#)

Impact:

These types of bills could stifle innovation and place a significant compliance burden on both AI developers and users, as many bills introduced in 2025 were overly broad or complex.

2 Access Controls and Chatbots

Several states are introducing legislation in the emerging technology space around chatbots and the impact on children. Legislators and stakeholders often cite a concern that children are exploited by chatbots or businesses leave certain aspects of chatbots unchecked. These pieces of legislation often incorporate private right of action provisions, face First Amendment legal concerns, and raise significant compliance questions due to overly broad language.

Examples:

- [CA AB 1064](#)
- [CA SB 243](#)
- [NH HB 143](#)

Impact:

These types of bills are aimed at increasing online protections for children, but could have unintended consequences for speech, innovation, and access to digital services.

3 Digital Provenance/Watermarking

Legislation in this area attempts to create a way to distinguish between AI-generated and human-created content. These bills would require any AI-generated content to include a digital watermark or proof of origin. Penalties would be established for any content published without this mark.

Example:

- [CA AB 853](#)

Impact:

Bills requiring digital provenance or watermarking often fail to address the core issue, as watermarks can be easily removed. Additionally, there are technical challenges with watermarking non-visual content like text or audio.



4 Deepfakes/Synthetic Media

This is a rapidly evolving area of regulation. There's growing concern about the misuse of sophisticated deepfake technology for spreading disinformation, defamation, and harassment. Proposals might require online services to detect and remove deepfakes, or require creators to disclose that their content is synthetic. Some laws even prohibit the creation or dissemination of deepfakes for harmful purposes.

Examples:

- [CA SB 11](#)
- [NY A 8420](#)
- [VT S 23](#)

Impact:

While protections against the misuse of AI are important, these bills often place liability on developers and companies rather than the individual users who are leveraging the technology for malicious purposes. Any effective legislation should target the individual bad actors.

5 Right of Publicity/Digital Replicas

The intersection of AI and right of publicity law has become more complex with the rise of digital replicas, which can impersonate individuals and manipulate their images or voices. State lawmakers are proposing to expand existing right of publicity laws to offer broader protections for a person's digital image, voice, or likeness.

Examples:

- [MA H 1615](#)
- [MA H 1751](#)
- [VA SB 2462](#)
- [WA HB 1205](#)

Impact:

Similar to deepfake legislation, it's crucial that these bills focus liability on those who knowingly violate an individual's intellectual property rights.

Study/Task Force

Several states are forming study groups or task forces to better understand AI and how to potentially regulate it. These groups may examine the ethical implications of AI (e.g., bias, privacy), its economic impacts, and its effect on education and the workforce. Other groups are tasked with developing effective governance frameworks.

Examples:

- [MA S 429](#)
- [NJ S 4429](#)
- [TX HB 3808](#)
- [WV HB 3187](#)

Impact:

Establishing task forces is beneficial as it helps legislators gain a strong grasp of this technology and collaborate with experts. This can lead to the creation of legislation that balances the need to address high-risk AI use cases with the importance of fostering innovation.



Key States



California

California legislators have pushed forward several measures related to online safety that could also impact AI innovation. Two main proposals concerning chatbots and the protection of younger users:

1. [AB 1064](#): Would effectively ban any chatbot that could potentially be accessed by children. CCIA joined a [coalition letter](#) to oppose this bill. This measure was [vetoed](#) by Governor Newsom over concerns about the breadth of the bill.
2. [SB 243](#): Proposes mandatory reporting requirements when people discuss self-harm with chatbots, and would ban addictive reward structures used to increase user engagement. The Computer & Communications Industry Association (CCIA) supports media literacy and parental tools to empower decisions on what is appropriate for teenagers online, acknowledging the need for more protection for younger internet users. CCIA joined a [coalition letter](#) to oppose this bill. This measure was signed into law by Governor Newsom and goes into effect July 1, 2027.

Another major proposal in California is [SB 53](#), which is an attempt to establish AI safety regulations after Governor Gavin Newsom vetoed SB 1047 (from the 2024 session) over concerns that it was too broadly written and not appropriately risk-based. Building off the report from the Joint California Policy Working Group on AI Frontier Models, SB 53 would focus on frontier models that are deemed to present a “credible risk” and have mandated transparency requirements and whistleblower protection. SB 53 inappropriately focuses on large developers without considering that small companies can create powerful models that pose safety risks. The bill does not recognize that multiple actors, including downstream deployers, can modify models in a way that could potentially increase safety concerns. CCIA joined a [coalition letter](#) opposing this proposal unless amended. This measure was signed into law by Governor Newsom and goes into effect January 1, 2026.



New Hampshire

The New Hampshire legislature addressed concerns about AI chatbots and liability during its 2025 session. The original bill draft of [HB 143](#) included a private right of action, which the CCIA opposed. The CCIA worked with legislative leadership and bill sponsors to [remove this](#) and other unclear provisions. The CCIA is ready to engage on similar legislation in other states, such as expected bills in Connecticut and Florida in the 2026 session.



New York

During the 2025 legislative session, the New York legislature passed [A 6453](#), the RAISE Act. This act would make AI developers liable for actions outside of their control and would ban standard safeguards for open AI research. The CCIA actively opposed this legislation through testimony and letters to legislative leadership, and also created an explainer video on its negative impact on New York. In a [veto request letter](#), the CCIA has encouraged New York leadership to focus on clear, workable rules that build public trust and support research, rather than measures that would push innovation elsewhere.



Collected Analysis



The State of State AI: Legislative Approaches to AI in 2025

October 2025 | [Future of Privacy Forum](#)

The full report is available [here](#).

The report identifies the key trends in private-sector AI policymaking reflected in major state bills enrolled, enacted, or advanced in 2025.



2025 State Landscape Challenges Presented by Proposed Bills

Broad Regulation of AI Systems Risk Inhibiting Innovation

Finding a balance in AI regulation is important to prevent overly rigid rules from hindering innovation. The focus should be on creating flexible frameworks based on responsible AI principles, which can be applied across different contexts. Instead of imposing detailed rules, the goal is to design systems that serve society's best interests while actively addressing risks. Without a single federal framework, any state implementing overly broad regulations could put itself at a competitive disadvantage by inhibiting new technologies.

Liability for AI Regulation Must Be Focused on The Appropriate Actor

There are multiple entities involved in an AI system—developers, deployers, users, and compute resources. It is crucial to correctly assign liability among them. Legislation should ensure that developers and deployers are not held liable for the harmful actions of users. Similarly, end-users should not be responsible for intentionally created flaws in an AI model, such as one that consistently produces biased outcomes. Correctly assigning responsibility ensures that liability falls on the party best positioned to prevent harm and be held accountable for any damages.

2026 Legislative Outlook

CCIA will continue to monitor state-level AI issues in 2026, as they remain a concern. States like New York and California are expected to continue to build on existing AI laws, such as New York's RAISE Act. Several states, including Connecticut and Florida, could introduce new AI and chatbot liability bills based on legislation from other states. However, these bills are likely to face pushback from various

stakeholders and legislators due to concerns about the First Amendment, potential GDP losses, job reductions, and increased compliance costs for businesses. CCIA will advocate for balanced policies that prioritize both consumer welfare and innovation, working with policymakers to prevent overly broad regulations that could stifle AI development.



Table 1. AI-related Legislative Activity by State (Effective 8/21/25)

State	Bill/Topic	Date(s)	Product/Stance
California	AB 412	3/25/25,	CCIA submitted several comments in addition to testifying in person before the California Legislature on AI-related bills.
	AB 853	3/26/25,	Topics included the broad regulation of AI systems in the state, the use of AI and training data, and digital replicas, among others. Additionally, CCIA participated in several coalition letters on AI-related bills during the 2025 session.
	AB 1018	4/15/25,	
	AB 1064	4/22/25,	
	SB 11	6/2/25,	
	SB 243	6/24/25, 7/1/25,	
	SB 833	8/15/25	
Colorado	SB 25B-004	8/27/25	CCIA testified before committees during the Colorado special session on AI bills.
Georgia	HB 566	2/28/25,	CCIA submitted written comments and testified in opposition of the NO FAKES Act of 2025.
	SB 218	3/3/25, 4/2/25	
Maine	LD 1727	4/30/25	CCIA submitted written comments in opposition to chatbot liability legislation.
Maryland	HB 823	2/17/25,	CCIA submitted written comments and testified on generative AI training data transparency and the NO FAKES Act.
	SB 1025	2/18/25,	
	HB 1407	2/27/25, 3/7/25	
Massachusetts	H 1615	7/15/25	CCIA Joined the Chamber of Progress led coalition letter in opposition of H 1615 and H 1751 regarding right of publicity.
	H 1751		
Montana	SB 452	2/28/25,	CCIA submitted written comments and a letter to the leadership opposing amendments to digital replica and AI legislation.
	HB 513	4/1/25, 4/29/25	
Nevada	SB 199	4/2/25	CCIA submitted written comments opposing legislation that would harm AI innovation.
New Hampshire	SB 263	4/9/25	CCIA sent written comments and testified in opposition to an original draft of chatbot liability legislation. CCIA worked with leadership to amend the bill and was active in submitting comments and testifying in person to support amendments to remove private right of action.
	SB 263 (amended)	5/20/25	
New Mexico	HB 221	2/14/25	CCIA sent written comments to oppose digital replica legislation in New Mexico.
New York	A 3411	5/12/25,	CCIA provided written comments in opposition to legislative leadership and a veto request to Governor Kathy Hochul.
	S 6953	5/19/25	Topics focused on AI frontier models, AI warning labels, and AI education in schools.
	S 7892	5/28/25,	
		6/3/25, 6/13/25	
Virginia	HB 2462	1/24/25	CCIA submitted written comments and testified in opposition.
	SB 1161	2/17/25	Topics focused on digital replicas and the AI Transparency Act.