

House Engrossed Senate Bill
artificial intelligence; content verification

State of Arizona
Senate
Fifty-seventh Legislature
Second Regular Session
2026

SENATE BILL 1786

AN ACT

AMENDING TITLE 18, ARIZONA REVISED STATUTES, BY ADDING CHAPTER 8; RELATING
TO INFORMATION TECHNOLOGY.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Title 18, Arizona Revised Statutes, is amended by adding
3 chapter 8, to read:

4 CHAPTER 8

5 ARTIFICIAL INTELLIGENCE

6 ARTICLE 1. GENERAL PROVISIONS

7 18-801. Artificial intelligence; content verification;
8 definitions

9 A. A COVERED PROVIDER SHALL INCLUDE PROVENANCE DATA IN ANY VIDEO,
10 IMAGE OR AUDIO CONTENT THAT IS CREATED OR MATERIALLY ALTERED BY THE
11 COVERED PROVIDER'S GENERATIVE ARTIFICIAL INTELLIGENCE SYSTEM AND THAT IS
12 AVAILABLE TO BE SHARED WITH USERS OUTSIDE OF THE GENERATIVE ARTIFICIAL
13 INTELLIGENCE SYSTEM. THIS SUBSECTION DOES NOT APPLY TO TEXT CONTENT
14 THAT IS GENERATED AS A RESULT OF AN INTERACTIVE EXPERIENCE, INCLUDING
15 VOICE ASSISTANT RESPONSES, VIRTUAL REALITY ENVIRONMENTS, AUGMENTED
16 REALITY APPLICATIONS, REAL-TIME CONVERSATIONAL ARTIFICIAL INTELLIGENCE
17 INTERACTIONS AND OTHER REAL-TIME, DYNAMIC INTERACTIONS BETWEEN A USER AND
18 A GENERATIVE ARTIFICIAL INTELLIGENCE SYSTEM.

19 B. A COVERED PROVIDER SHALL USE COMMERCIALY AND TECHNICALLY
20 REASONABLE METHODS TO MAKE THE PROVENANCE DATA DIFFICULT TO REMOVE OR
21 TAMPER WITH. THE USE OF A COMMONLY SUPPORTED TECHNICAL STANDARD FOR
22 WATERMARKING AND METADATA COMPLIES WITH THE REQUIREMENTS OF THIS
23 SUBSECTION.

24 C. THE CONTENT IS NOT CONSIDERED MATERIALLY ALTERED FOR PURPOSES OF
25 THIS SECTION IF THE ALTERATION CONSISTS OF A MINOR MODIFICATION THAT DOES
26 NOT LEAD TO SIGNIFICANT CHANGES TO THE PERCEIVED CONTENT OR MEANING OF THE
27 CONTENT.

28 D. TO THE EXTENT THAT IT IS COMMERCIALY AND TECHNICALLY
29 REASONABLE, A COVERED PROVIDER MAY NOT INCLUDE ANY INFORMATION THAT
30 RELATES TO AN IDENTIFIED OR REASONABLY IDENTIFIABLE INDIVIDUAL IN
31 PROVENANCE DATA THAT IS IN ANY VIDEO, IMAGE OR AUDIO CONTENT CREATED OR
32 MATERIALLY ALTERED BY THE COVERED PROVIDER'S GENERATIVE ARTIFICIAL
33 INTELLIGENCE SYSTEM AND THAT IS SUBJECT TO THE REQUIREMENTS OF THIS
34 CHAPTER UNLESS THE COVERED PROVIDER CHOOSES TO INCLUDE THE INFORMATION
35 WHERE A USER AFFIRMATIVELY ELECTS TO INCLUDE THE INFORMATION.

36 E. THIS CHAPTER DOES NOT DO EITHER OF THE FOLLOWING:

37 1. APPLY TO ANY PRODUCT, SERVICE, INTERNET WEBSITE OR APPLICATION
38 THAT EITHER:

39 (a) EXCLUSIVELY PROVIDES VIDEO GAMES OR NON-USER-GENERATED
40 TELEVISION, MUSIC, STREAMING, MOVIE OR INTERACTIVE EXPERIENCES.

41 (b) PROVIDES FOR THE SALE OF GOODS OR SERVICES DIRECTLY TO
42 CONSUMERS THROUGH THE INTERNET AND ALLOWS CUSTOMERS TO BROWSE, SELECT AND
43 PURCHASE ITEMS VIRTUALLY.

1 2. REQUIRE A COVERED PROVIDER TO DISCLOSE ANY TRADE SECRET OR
2 CONFIDENTIAL OR PROPRIETARY INFORMATION ABOUT THE DESIGN OR USE OF AN
3 ARTIFICIAL INTELLIGENCE SYSTEM.

4 F. FOR THE PURPOSES OF THIS SECTION:

5 1. "COVERED PROVIDER":

6 (a) MEANS A PERSON OR ENTITY THAT CREATES, CODES OR OTHERWISE
7 PRODUCES A GENERATIVE ARTIFICIAL INTELLIGENCE SYSTEM THAT HAS MORE THAN
8 ONE MILLION MONTHLY USERS AND THAT IS PUBLICLY ACCESSIBLE WITHIN THE
9 GEOGRAPHIC BOUNDARIES OF THIS STATE TO CONSUMERS FOR PERSONAL USE.

10 (b) DOES NOT INCLUDE ANY OF THE FOLLOWING:

11 (i) A CLOUD SERVICE PROVIDER.

12 (ii) A PROVIDER THAT DISTRIBUTES OR MAKES AVAILABLE A GENERATIVE
13 ARTIFICIAL INTELLIGENCE SYSTEM THAT IS PRIMARILY LICENSED OR SOLD FOR
14 BUSINESS TO BUSINESS PURPOSES.

15 (iii) A PRODUCT, SERVICE OR APPLICATION THAT IS PRIMARILY MARKETED
16 AND INTENDED TO FACILITATE ACCESSIBILITY FOR A PERSON WITH A DISABILITY IF
17 THE DEVELOPER TAKES REASONABLE MEASURES TO PROTECT AGAINST UNAUTHORIZED
18 USE.

19 (iv) AN INTERNET SERVICE PROVIDER.

20 (v) AN INTERNET SERVICE PROVIDER'S AFFILIATES OR SUBSIDIARIES.

21 (vi) AN INTERNET SEARCH ENGINE.

22 2. "GENERATIVE ARTIFICIAL INTELLIGENCE SYSTEM" MEANS AN ARTIFICIAL
23 INTELLIGENCE SYSTEM THAT CAN GENERATE SYNTHETIC CONTENT.

24 3. "MINOR MODIFICATION" INCLUDES ALL OF THE FOLLOWING:

25 (a) CHANGING THE BRIGHTNESS, CONTRAST OR COLOR.

26 (b) SHARPENING.

27 (c) SATURATING.

28 (d) APPLYING FILTERS.

29 (e) RESIZING.

30 (f) SCALING.

31 (g) CROPPING.

32 (h) FORMAT CONVERSIONS.

33 (i) RESAMPLING.

34 (j) DENOISING.

35 (k) REMOVING BACKGROUND NOISE IN AUDIO.

36 4. "PROVENANCE DATA" MEANS DATA THAT IS EMBEDDED INTO DIGITAL
37 CONTENT OR THAT IS INCLUDED IN THE DIGITAL CONTENT'S METADATA TO VERIFY
38 THE DIGITAL CONTENT'S AUTHENTICITY, ORIGIN OR HISTORY OF MODIFICATION AND
39 THAT INCLUDES GENERALLY ACCEPTED SECURITY BEST PRACTICES.

40 Sec. 2. Legislative findings

41 The legislature intends that section 18-801, Arizona Revised
42 Statutes, as added by this act, be broadly construed and applied to
43 promote the underlying purpose of the act, which is all of the following:

- 1 1. To protect individuals and groups of individuals from known, and
- 2 unknown but reasonably foreseeable, risks associated with artificial
- 3 intelligence.
- 4 2. To provide transparency regarding those risks in the
- 5 development, deployment or use of artificial intelligence systems.
- 6 3. To provide reasonable notice regarding the use of artificial
- 7 intelligence systems.
- 8 4. To protect the public from fraud or deception.
- 9 Sec. 3. Effective date
- 10 This act is effective from and after February 1, 2027.