



HOUSE COMMITTEE ON APPROPRIATIONS

FISCAL NOTE

SENATE BILL NO. 806

PRINTER'S NO. 1808

PRIME SPONSOR: Pisciotano

COST / (SAVINGS)

FUND	FY 2026/27	FY 2027/28
General Fund	See Fiscal Impact	See Fiscal Impact

SUMMARY:

Creates the Artificial Intelligence Deceptive Advertising Act.

ANALYSIS:

Senate Bill 806 creates the Artificial Intelligence Transparency in Advertising Act. This freestanding act would prohibit an advertiser from creating and disseminating an advertisement that uses synthetic content in a manner that creates a false consumer perception about the nature, origin, or authenticity of the goods or services being advertised, without clear and conspicuous disclosure.

The legislation defines synthetic content as information, including an image, video, audio clip, or text that has been significantly modified or generated by artificial intelligence.

The Attorney General, or the appropriate district attorney, is responsible for enforcing this legislation and may bring a civil action for violations of the act. A court may award damages in the form of a civil fine that does not exceed \$3,000 and actual attorney fees and court costs.

This legislation would take effect in 60 days upon enactment.

FISCAL IMPACT:

The Office of Attorney General (OAG) anticipates needing to hire one Deputy Attorney General, one Technologist, and an Administrative Assistant to enforce the provisions of this legislation at a cost of approximately \$437,000 for fiscal year 2026/27 and \$498,000 subsequent fiscal years. The estimate for fiscal year 2026/27 includes one-time startup costs for the three new employees and is prorated to account for the effective date of the legislation.

Any additional fiscal impact would be a function of the collection of civil fines based on violations of the act, which is indeterminate at this time.

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House Appropriations Committee (D)

DATE: October 7, 2026

Estimates are calculated using the best information available. Actual costs and revenue impact incurred may vary from estimates.