



OFFICE OF THE GOVERNOR

OCT 13 2025

To the Members of the California State Assembly:

I am signing Assembly Bill 853, which strengthens the California AI Transparency Act to ensure that Californians can begin to reliably assess whether digital content is generated or modified using artificial intelligence (AI).

The proliferation of AI-generated content is having a profound effect on all of us, particularly as the rapidly evolving technology becomes increasingly easy to access and distribute, and the content itself becomes more and more difficult to distinguish from reality. This bill is a critical step in allowing us to clearly distinguish the real from the synthetic, and thereby enhance trust in the use of AI in our everyday lives.

As with the regulation of any nascent technology, some stakeholders remain concerned that provisions of the bill, while well-intentioned, present implementation challenges that could lead to unintended consequences, including impairment of user privacy. I encourage the Legislature to enact follow-up legislation in 2026, before the law takes effect, to address these technical feasibility issues without jeopardizing its intent to enhance the safety and security of all Californians.

Sincerely,

Gavin Newsom