



OFFICE OF THE GOVERNOR

OCT 13 2025

To the Members of the California State Senate:

I am returning Senate Bill 11 without my signature.

This bill would amend existing statutes regarding the right of publicity and the crime of false impersonation to address situations involving digital replicas. It would also direct the Judicial Council to consider issues raised by evidence generated or manipulated by artificial intelligence (AI).

I commend the author for working to ensure that our state is prepared for the challenges raised by AI's ability to produce highly realistic digital content. I share the author's concern over the risks posed by synthetic content, including the use of AI to impersonate or appropriate another's likeness without their consent.

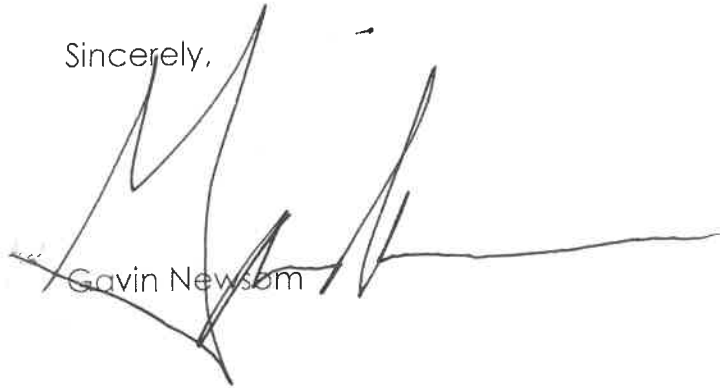
However, this bill also requires any AI technology that enables a user to create a digital replica to include, wherever a user may input a prompt, a hyperlink to a clear and conspicuous disclosure to warn users of potential civil or criminal liability. Failure to include the hyperlink exposes the technology provider to significant civil liability under this measure.

This year, I have signed bills requiring companion chatbot operators to disclose to users that they are interacting with an artificial system (SB 243, Padilla) and internet companies to warn minors of the potential dangers of social media use (AB 56, Bauer-Kahan). Under certain circumstances, public disclosures and warning labels can play a key role in providing transparency to the public and mitigating harm. In this case, however, it is unclear whether a warning would be

sufficient to dissuade wrongdoers from using AI to impersonate others without their consent.

For this reason, I cannot sign this bill.

Sincerely,

A handwritten signature in dark ink, appearing to be "Gavin Newsom", written over a horizontal line. The signature is stylized with a large, sweeping initial "G" and a long, horizontal tail.

Gavin Newsom