

TO: The Honorable Members of the PA House Communications & Technology Committee

FROM: Aaron Riggleman, Manager, Government Affairs

DATE: March 23, 2026

RE: **PA Chamber memo: Amend H.B. 95 - AI Disclosure**

On behalf of the Pennsylvania Chamber of Business and Industry, I wanted to share our perspective on H.B. 95.

H.B. 95 would establish requirements and potential penalties related to the use of synthetic or AI-generated media in advertising and other communications.

The PA Chamber supports proposed amendment A02661 because it makes several improvements to the bill. Specifically, the amendment narrows the scope to focus on deceptive synthetic advertising content, updates and expands the good-faith publisher exemptions, and provides a longer 365-day implementation window to allow businesses adequate time to comply with the new requirements.

While we appreciate these changes and believe they improve the bill, we remain concerned that it retains a private right of action and must therefore oppose its passage. Our members consistently raise concerns about creating new litigation pathways for businesses, particularly when existing law already provides mechanisms to address deceptive conduct. We believe enforcement through existing laws and regulatory channels remains the more balanced approach and avoids exposing businesses to unnecessary litigation risk, particularly in situations where a technical error may not result in any actual harm to consumers but could still open the door to costly lawsuits.

We appreciate the work that has gone into improving the legislation and look forward to continuing the conversation.

Please contact Aaron Riggleman at ariggleman@pachamber.org or 724-640-3290 with questions or to discuss.

[Click here](#) to check the PA Chamber Legislative Scorecard.