



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

FROM: Aaron Riggleman, Director, Government Affairs

DATE: May 6, 2026

RE: **PA Chamber memo: Support Amendment: S.B. 806 AI Disclosure**

On behalf of the Pennsylvania Chamber of Business and Industry, I am writing to share our support for Amendment A03233 to Senate Bill 806. We understand your committee may consider this bill this week.

SB 806 would create new requirements and potential penalties related to the use of AI generated media in advertising, with the goal of addressing deceptive uses of synthetic content that could mislead consumers.

A03233 makes the bill significantly more workable for the business community. It restructures the legislation as a standalone act focused on deceptive uses of synthetic content in advertising, narrows its scope, clarifies disclosure requirements, and adds exemptions. The amendment also establishes a clear enforcement framework limited to the Attorney General and district attorneys, with defined penalties, rather than expansive liability under the Unfair Trade Practice and Consumer Protection Law.

These changes better align the legislation with its targeted purpose while providing greater clarity and predictability for businesses navigating emerging technologies.

We appreciate the substantial work that went into the amendment and believe it represents meaningful progress toward a more workable approach, while recognizing additional changes may still be needed to provide clarity and ease implementation for the business community.

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.