

119TH CONGRESS
2D SESSION

H. R. 8893

To require the National Institute of Standards and Technology to establish task forces to facilitate and inform the development of technical standards and guidelines relating to the identification of content created by generative artificial intelligence, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

MAY 19, 2026

Mrs. FOUSHEE (for herself, Mr. MOYLAN, Mr. BEYER, and Mr. FITZPATRICK) introduced the following bill; which was referred to the Committee on Science, Space, and Technology

A BILL

To require the National Institute of Standards and Technology to establish task forces to facilitate and inform the development of technical standards and guidelines relating to the identification of content created by generative artificial intelligence, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Protecting Consumers
5 from Deceptive AI Act”.

1 **SEC. 2. GUIDELINES TO FACILITATE DISTINGUISHING CON-**
2 **TENT GENERATED BY GENERATIVE ARTIFI-**
3 **CIAL INTELLIGENCE.**

4 (a) TASK FORCES FOR DEVELOPMENT OF GUIDE-
5 LINES AND PROMOTING STANDARDS.—

6 (1) IN GENERAL.—Not later than 90 days after
7 the date of the enactment of this Act, the Director
8 of the National Institute of Standards and Tech-
9 nology shall establish task forces to accomplish the
10 following goals:

11 (A) Supporting the development of tech-
12 nical standards and guidelines to provide con-
13 tent provenance metadata, watermarking, dig-
14 ital fingerprinting for audio or visual content,
15 and other technical measures that the task
16 forces determine significant. To the extent tech-
17 nically feasible, such task forces should seek to
18 make content provenance metadata cryp-
19 tographically verifiable, and to make water-
20 marks difficult to remove or obscure.

21 (B) Supporting the development of tech-
22 nical standards and guidelines to assist online
23 application and content providers and operators
24 in identifying and labeling audio or visual con-
25 tent created or substantially modified by gen-
26 erative artificial intelligence, including exploring

1 interoperable standards that assist social media
2 and other online platforms with identifying,
3 maintaining, interpreting, and displaying water-
4 marks, digital fingerprinting, and secure con-
5 tent provenance metadata associated with audio
6 or visual content, while considering circumven-
7 tion techniques and enforcement.

8 (C) Supporting the development of tech-
9 nical standards and guidelines to identify and
10 label text-based content created or substantially
11 modified by generative artificial intelligence.
12 Such support may include developing standards
13 to embed content provenance data or metadata,
14 watermarking, digital fingerprinting, or other
15 technical measures when creating such content.

16 (2) STANDARDS BODIES.—To the extent pos-
17 sible, the outcome and output of the task forces es-
18 tablished pursuant to paragraph (1) should inform
19 development of technical standards developed by pri-
20 vate, consensus organizations, as referred to in sec-
21 tion 2 of the National Institute of Standards and
22 Technology Act (15 U.S.C. 272) and OMB Circular
23 A–119.

24 (3) MEMBERSHIP.—The Director of the Na-
25 tional Institute of Standards and Technology shall

1 include in the memberships of each of the task
2 forces described in paragraph (1) appropriate rep-
3 resentatives of the following:

4 (A) Relevant Federal agencies.

5 (B) Developers of generative artificial in-
6 telligence.

7 (C) Entities, including standards develop-
8 ment organizations, engaged in the development
9 of content detection standards and technology,
10 including authentication and traceability.

11 (D) Social networking service providers
12 and online instant messaging service providers.

13 (E) Online search engine service providers.

14 (F) Developers of web browsers and mobile
15 operating systems.

16 (G) Academic entities, civil society and ad-
17 vocacy groups, and other related entities, espe-
18 cially such entities and groups engaged in the
19 development or implementation of content de-
20 tection standards and technology.

21 (H) Privacy advocates and experts.

22 (I) Human rights lawyers and advocates
23 with expertise in the effects of technology in
24 countries around the world.

1 (J) Media organizations, including news
2 publishers and image providers.

3 (K) Creator associations and organizations
4 representing the interests of other copyright
5 owners.

6 (L) Labor organizations with expertise re-
7 lating to the workforce impacts of generative
8 artificial intelligence.

9 (M) Artificial intelligence testing experts,
10 such as those with privacy expertise in artificial
11 intelligence red-teaming.

12 (N) Technical experts in digital forensics,
13 cryptography, and secure digital content and
14 delivery.

15 (O) Any other entity the Director deter-
16 mines appropriate.

17 (4) DUTIES.—

18 (A) SUBMISSION TO DIRECTOR.—Each of
19 the task forces established pursuant to para-
20 graph (1) shall, not later than 270 days after
21 the establishment of each such task force, sub-
22 mit to the Director of the National Institute of
23 Standards and Technology a report containing
24 recommendations relating to the technical

1 standards and guidelines each such task force is
2 supporting.

3 (B) SUBMISSION TO CONGRESS.—Each of
4 the task forces established pursuant to para-
5 graph (1) shall, not later than one year after
6 the establishment of each such task force and
7 annually thereafter for five years, submit to the
8 Committee on Science, Space, and Technology
9 and the Committee on Energy and Commerce
10 of the House of Representatives and the Com-
11 mittee on Commerce, Science, and Transpor-
12 tation of the Senate a report on the activities
13 of such task force for the immediately preceding
14 one year period.

15 (5) PRIVACY.—The task forces established pur-
16 suant to paragraph (1) shall consider issuing guid-
17 ance for online service and application providers and
18 operators to store and display content provenance
19 data and metadata in a privacy-preserving manner,
20 including clear guidance on how such providers and
21 operators can indicate to users when such users are
22 sharing content that contains content provenance
23 data and metadata, indicate the information con-
24 tained in the data and metadata such users are
25 sharing, and provide options to limit the data and

1 metadata such users are sharing that may have pri-
2 vacy implications.

3 (b) DEFINITIONS.—In this section:

4 (1) AUDIO OR VISUAL CONTENT.—The term
5 “audio or visual content” means content in the form
6 of a digital image, a video, or audio.

7 (2) CONTENT PROVENANCE.—The term “con-
8 tent provenance” means the chronology of the origin
9 and history associated with digital content.

10 (3) DIGITAL FINGERPRINTING.—The term
11 “digital fingerprinting” means the process by which
12 an identifier is derived from a piece of digital con-
13 tent and stored in a database, for the purpose of
14 identifying, matching against, or verifying such con-
15 tent, or similar content, at a later date.

16 (4) GENERATIVE ARTIFICIAL INTELLIGENCE.—
17 The term “generative artificial intelligence” means
18 the class of models and algorithms that use deep
19 learning algorithms or other statistical techniques to
20 generate new data that has similar characteristics
21 and properties to the data with respect to which
22 such models and algorithms have been trained, in-
23 cluding any form of digital content.

24 (5) LABOR ORGANIZATION.—The term “labor
25 organization” has the meaning given such term in

1 section 10002 of the Research and Development,
2 Competition, and Innovation Act (42 U.S.C. 18901).

3 (6) METADATA.—The term “metadata” has the
4 meaning given such term in section 3502 of title 44,
5 United States Code.

6 (7) WATERMARKING.—The term
7 “watermarking” means the act of embedding tam-
8 per-resistant information into digital content (per-
9 ceptibly or imperceptibly) which may be used to es-
10 tablish some aspect or aspects of the content prove-
11 nance of the content or to store reference informa-
12 tion.

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