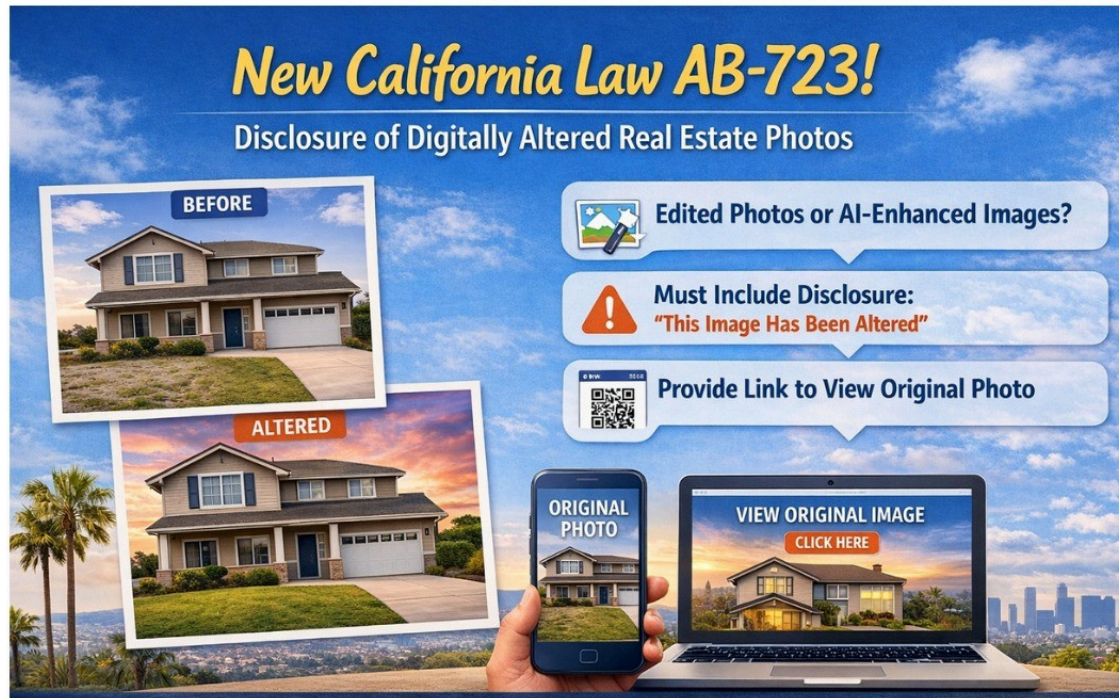


California AB-723: Digitally Altered Images Disclosure



What is AB-723?

AB-723 requires transparency when digitally altered images are used in real estate advertisements or promotional materials.

Who Must Comply?

- Real estate brokers
- Real estate salespersons
- Any person acting on their behalf

When an Image Is Digitally Altered (Photo Editing or AI):

If an image has been digitally altered using photo editing software or artificial intelligence, the advertisement or promotional material must include a conspicuous disclosure that:

- The image has been digitally altered
- A link, URL, or QR code is provided to the original, unaltered image
- The disclosure is located adjacent to the image
- The link clearly identifies where the unaltered image can be accessed

Website Option:

If the advertisement is posted on an internet website that the broker or salesperson controls, the unaltered image may be included directly instead of providing a link.

What Is Not Covered:

AB-723 does not apply when only common photo adjustments are made, such as cropping, brightness, contrast, or color correction.

Learn More:

California AB-723 – Real estate: digitally altered images: disclosure
https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202520260AB723