The Content Origin Protection and Integrity from Edited and Deepfaked Media Act of 2025 [COPIED Act]

Summary

This bill aims to address the potential harms of AI generated content by developing consensus-based standards such as watermarking and content provenance for synthetically generated content. Specifically, the bill:

- Directs the Under Secretary of Commerce for Standards and Technology to facilitate development of guidelines for voluntary, consensus-based standards and for detection of synthetic content, applying watermarking, and using content provenance information (which documents the origin and history of a piece of digital content), including related evaluation, testing, and cybersecurity protections.
- Establishes grand challenges to encourage the development and advancement of technologies that detect synthetic content.
- Requires developers and deployers of AI systems used to generate synthetic content or "covered content" (i.e., digital representations of copyrighted works) to give users the option to attach content provenance information within two years.
- Prohibits removing, altering, or disabling content provenance information, with a limited exception for security research purposes.
- Prohibits the use of covered content with content provenance information to either train an AI/algorithm-based system or generate synthetic content without express, informed consent and adherence to applicable terms of use, including compensation.
- Creates a cause of action for the owners of covered content and State attorneys general to seek declaratory or injunctive relief or compensatory damages from entities that improperly use covered content in violation the Act in any court of competent jurisdiction.
- Clarifies the Federal Trade Commission's (FTC) enforcement authorities under section 5 regarding unfair and deceptive practices to include violations of this Act. Authorizes enforcement by the FTC (primarily through referral to the Department of Justice), State attorneys general, and affected individuals to bring suits to enforce prohibitions on impersonation and recover damages.