

HB 2628 -- CERTAIN POLITICAL ADVERTISEMENTS

SPONSOR: Baker

This bill defines "deceptive and fraudulent deepfake" and "synthetic media".

The bill prohibits any person or entity from, within 90 days of an election, distributing a synthetic media message of any candidate or party for elective office who will appear on a state or local ballot.

This shall not apply if the synthetic media includes a disclaimer stating that it has been manipulated or generated by artificial intelligence. The nature of the disclaimer is specified in the bill.

This shall also not apply to a broadcaster if they acknowledge through content or a disclosure that there are questions about the authenticity of the media, if they acknowledge that a publication does not accurately represent the speech or conduct of the candidate, if a good faith effort has been made to establish that the broadcast is not a deepfake, or to media that constitutes satire or parody.

A candidate who is harmed by a violation of this section may seek injunctive or other equitable relief prohibiting the publication of the deepfake.

Penalties are specified in the bill.