

SECOND REGULAR SESSION
HOUSE COMMITTEE SUBSTITUTE FOR
HOUSE BILL NO. 1747
103RD GENERAL ASSEMBLY

4019H.04C

JOSEPH ENGLER, Chief Clerk

AN ACT

To amend chapter 537, RSMo, by adding thereto one new section relating to civil actions for certain damages.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Chapter 537, RSMo, is amended by adding thereto one new section, to be
2 known as section 537.041, to read as follows:

**537.041. 1. As used in this section, "artificial intelligence" has the same meaning
2 as in 15 U.S.C. Section 9401(3).**

**3 2. Any image, video, or audio that is generated or modified using artificial
4 intelligence may contain a mark or statement that is visible or audible to users that the
5 image, video, or audio is generated or modified using artificial intelligence. Such mark
6 or statement shall be developed by the secretary of state, and such mark or statement
7 may be used by all persons or entities publishing or disseminating any image, video, or
8 audio generated or modified using artificial intelligence.**

**9 3. If a publisher or disseminator of an image, video, or audio that is generated or
10 modified using artificial intelligence does not place a mark or statement on such image,
11 video, or audio indicating that the image, video, or audio was generated or modified
12 using artificial intelligence and a person suffers an injury as a result of such image,
13 video, or audio, the injured person shall have standing to bring a cause of action against
14 the publisher or disseminator of the image, video, or audio for damages.**

**15 4. The provisions of this section shall not apply to any image, video, or audio that
16 was generated or modified using artificial intelligence prior to August 28, 2026.**

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EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.