

HB1513 • Tennessee

AN ACT to amend Tennessee Code Annotated, Title 2, Chapter 19, relative to the Transparency for Deepfakes in Political Advertising Act.

Passed Both Chambers

Risk: Medium

Comprehensive

Last Action (Mar 30, 2026): Effective date(s) 07/01/2026

Summary

This bill mandates disclaimers for political ads with deepfake elements impersonating or depicting a candidate, making violations a Class C misdemeanor.

Business Impact

If you create political ads using deepfake technology, you must include disclaimers by July 1, 2024, or face a Class C misdemeanor.

Key Provisions

- Political ads must include a disclaimer if they contain deepfake elements impersonating or depicting a candidate.
- Violations of the disclaimer requirement are a Class C misdemeanor.
- Candidates can seek damages and equitable relief for violations.

Compliance Checklist

- Include a disclaimer in political advertisements featuring deepfake elements. | Who: Political advertisers and candidates. | Penalty: Class C misdemeanor for non-compliance.
- Ensure all political ads are reviewed for compliance with deepfake regulations. | Who: Political campaign teams and advertising agencies. | Penalty: Potential legal action from affected candidates.

Industries Affected

Political Advertising

General

Media

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

Bill Sponsors

Name	Party	Role
Harris		Primary
Hulsey		Primary
Cochran		Primary
Bell		Primary
McCalmon		Primary
Zachary		Primary

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-03-12	FLOOR VOTE: Third Consideration 3/12/2026 Passed	33	0	Passed
2026-03-09	FLOOR VOTE: REGULAR CALENDAR AS AMENDED PASSAGE	91	0	Passed
2026-03-04	HOUSE STATE & LOCAL GOVERNMENT COMMITTEE: Rec. for	22	0	Passed
2026-02-17	HOUSE ELECTIONS & CAMPAIGN FINANCE SUBCOMMITTEE: R	7	0	Passed

Related Bills

- SB1624 (TN)
- HB 1513 (TN)
- SB 1624 (TN)

Official Source

<https://wapp.capitol.tn.gov/apps/Billinfo/Default?BillNumber=HB1513&ga;=114>

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