

# SB1624 • 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

Narrow/Targeted

Last Action (Mar 30, 2026): Comp. became Pub. Ch. 625

## Summary

This bill mandates disclaimers for political ads using deepfake elements, making violations a Class C misdemeanor. It aims to ensure transparency in political advertising.

## Business Impact

If you operate in political advertising, you must include disclaimers for deepfake content by July 1, 2024, or face misdemeanor charges.

## Key Provisions

- Political ads with deepfake elements must include a disclaimer.
- 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 using deepfake elements | Who: Political advertisers and candidates | Penalty: Class C misdemeanor for non-compliance
- Monitor advertisements for compliance with disclaimer requirements | Who: Political campaign teams | 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
Gresham		Primary
Parkinson		Primary
Stevens		Primary
Massey		Primary
Zachary		Primary
Roberts		Primary

# Roll Call Votes

Date	Description	Yea	Nay	Result
2026-02-24	SENATE STATE & LOCAL GOVERNMENT COMMITTEE: Recomme	8	0	Passed

# Related Bills

- HB1513 (TN)
- SB 1624 (TN)
- HB 1513 (TN)

# Official Source

<https://wapp.capitol.tn.gov/apps/Billinfo/Default?BillNumber=SB1624&ga;=114>

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