

H3517 • South Carolina

Deceptive and fraudulent deepfake media in elections

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 14, 2025): Referred to Committee on Judiciary

Summary

Prohibits deceptive deepfake media of candidates within 90 days of elections unless disclosed. The term 'deepfake media' is not defined in the bill text provided.

Business Impact

If you distribute deepfakes in South Carolina elections, include disclosure or face legal action.

Key Provisions

- Prohibits distribution of deceptive deepfake media of candidates within 90 days of an election.
- Requires disclosure language for deepfake media.
- Allows candidates to seek injunctive relief and damages.
- Targets AI-generated content in political campaigns.

Compliance Checklist

- Include disclosure language in deepfake media of candidates. | Who: Distributors of deepfake media | Penalty: Legal action for damages by affected candidates

Industries Affected

Media

Technology

Topics

Related Bills

- H4660 (SC)
- H 3517 (SC)

Official Source

<https://www.scstatehouse.gov/billsearch.php?billnumbers=3517&session;=126&summary;=B>

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