

H4660 • South Carolina

Deceptive and fraudulent deepfake media in elections

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 09, 2024): Referred to Committee on Judiciary

Summary

The bill prohibits deceptive deepfake media of candidates within 90 days of an election unless proper disclosures are included.

Business Impact

If you distribute media related to candidates in South Carolina, you must ensure compliance with disclosure requirements or face legal action.

Key Provisions

- Prohibits distribution of deceptive deepfake media of candidates within 90 days of an election.
- Requires disclosure language in any distributed deepfake media.
- Allows candidates to seek injunctive relief and damages for violations.

Compliance Checklist

- Ensure all media distributed about candidates includes required disclosure language. | Who: Media distributors and campaign teams. | Penalty: Legal action for non-compliance.

Industries Affected

Consumer Protection

Media

Political Campaigning

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

AI Likeness

Bill Sponsors

Name	Party	Role
Jermaine Johnson	D	Sponsor
Patricia Henegan	D	Sponsor

Related Bills

- H3517 (SC)
- H 3517 (SC)

Official Source

<https://www.scstatehouse.gov/billsearch.php?billnumbers=4660&session;=125&summary;=B>

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