

# SB1324 • Missouri

Creates regulations of artificially generated online content using artificial intelligence

Introduced

Risk: Medium

Comprehensive

Last Action (Mar 25, 2026): Voted Do Pass S General Laws Committee

## Summary

SB1324 proposes regulations for AI-generated content in Missouri, based on the official description, as the full bill text is not available.

## Business Impact

If you create AI content depicting real people, obtain consent by Jan 1, 2027, or face civil action.

## Key Provisions

- Regulations for AI-generated content

## Compliance Checklist

- Ensure transparency in AI-generated content disclosures | Who: Content creators and distributors | Penalty: To be determined
- Establish internal guidelines for compliance with AI content regulations | Who: Businesses involved in content creation | Penalty: To be determined

## Industries Affected

General

Media

Advertising

Technology

## Topics

## Bill Sponsors

Name	Party	Role
McCreery		Primary
Hudson, Brad	Republican	Primary

## Official Source

<https://www.senate.mo.gov/BillTracking/Bills/Billinformation?year=2026&billid;=307>

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