

S44 • Massachusetts

To protect against election misinformation

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Oct 16, 2025): Accompanied a new draft, see S2631

Summary

Bill S.44 aims to address deceptive and fraudulent deepfakes in election communications in Massachusetts, but the lack of full bill text limits detailed analysis.

Business Impact

If you use AI for election communications, ensure compliance with new regulations or face potential legal challenges.

Compliance Checklist

- Label all deepfake content used in election communications | Who: Political candidates and campaign organizations | Penalty: Fines or legal actions for non-compliance
- Ensure no deceptive deepfakes are created or distributed | Who: Digital platforms and campaign organizations | Penalty: Fines or legal actions for non-compliance

Industries Affected

Media

Political Campaigning

Digital Media

Technology

Topics

AI Deepfakes

AI in Political Advertising

Bill Sponsors

Name	Party	Role
Jay R. Kaufman		Cosponsor
Marjorie C. Decker	Democratic	Cosponsor
Jason M. Lewis	Democratic	Cosponsor
Kay Khan		Cosponsor
Paul R. Heroux		Cosponsor
Mathew Muratore		Cosponsor
Jack Lewis	Democratic	Cosponsor
Barbara A. L'Italien		Cosponsor
Michael J. Barrett		Cosponsor
Michael F. Rush		Cosponsor
James B. Eldridge		Cosponsor
Danielle W. Gregoire	Democratic	Cosponsor

Official Source

<https://malegislature.gov/Bills/194/S44>

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