

SB815 • Wisconsin

Synthetic digital representations and providing a penalty.

Dead

Risk: Medium

Amendment

Last Action (Mar 23, 2026): Failed to pass pursuant to Senate Joint Resolution 1

Summary

SB815 addresses synthetic digital representations, but specific prohibitions and definitions cannot be confirmed without the full bill text.

Business Impact

If you create synthetic digital content, monitor legal changes as penalties are unspecified.

Key Provisions

- Details about prohibitions and definitions of synthetic digital representations cannot be confirmed without the full bill text
- The absence of specific penalties or amendments cannot be confirmed without the full bill text

Compliance Checklist

- Ensure that all digital representations do not mislead or deceive regarding identity. | Who: Content creators and distributors. | Penalty: Fines or legal action for violations.
- Implement training on the ethical use of synthetic digital technologies. | Who: Organizations involved in digital media. | Penalty: Potential fines for non-compliance.

Industries Affected

Technology Development

Media

Digital Media

Technology

Bill Sponsors

Name	Party	Role
L. Taylor		Primary
Johnson		Primary
Smith		Primary
Larson		Primary
Spreitzer		Primary
Agard		Primary
Keyeski		Primary
Dassler-Alfheim		Primary
Habush Sinykin		Primary
Wall		Primary
Roys		Primary
L. Johnson		Primary

Related Bills

- AB855 (WI)

Official Source

<https://docs.legis.wisconsin.gov/2025/proposals/reg/sen/bill/sb815>

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