

AB855 • 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

AB855 proposes amendments to Wisconsin statutes to address synthetic digital representations, defining them and specifying penalties for violations.

Business Impact

If you operate in Wisconsin and use synthetic digital representations, you must ensure compliance with privacy regulations by January 1, 2025, or face penalties.

Key Provisions

- Amendments to address synthetic digital representations
- Creation of section 942.085 related to synthetic digital representations
- Penalties including fines and imprisonment
- Amendments to 946.82 (4) and 995.50 (2) (am) 4 expanding liabilities

Compliance Checklist

- Ensure all synthetic digital representations comply with new regulations | Who: Content creators and distributors | Penalty: Fines or other penalties as specified in the bill
- Implement internal policies to prevent misuse of synthetic representations | Who: Organizations involved in digital content creation | Penalty: Potential legal action or fines

Industries Affected

Media

Technology

Content Creation

Entertainment

Digital Media

Bill Sponsors

Name	Party	Role
Tittl		Primary
Schraa		Primary
Tusler		Primary
Kulp		Primary
Loudenbeck		Primary
Kitchens		Primary
Plumer		Primary
Novak		Primary
Born		Primary
Krug		Primary
Ballweg		Primary
Oldenburg		Primary

Related Bills

- SB815 (WI)

Official Source

<https://docs.legis.wisconsin.gov/2025/proposals/reg/asm/bill/ab855>

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