

H846 • Massachusetts

Enhancing disclosure requirements for synthetic media in political advertising

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 11, 2026): New draft substituted, see H5094

Summary

Bill H846 addresses disclosure requirements for synthetic media in political ads in Massachusetts. Analysis is based solely on the title and official description.

Business Impact

If you use synthetic media in political ads, check H5094 for potential new disclosure requirements.

Compliance Checklist

- Label all synthetic media in political advertisements | Who: Political candidates, parties, and organizations | Penalty: To be determined
- Ensure disclosures are clear and prominent | Who: Advertisers and political entities | Penalty: To be determined

Industries Affected

Consumer Protection

Media

Political Campaigns

Political Advertising

Advertising

Artificial Intelligence

Topics

AI Deepfakes

AI in Political Advertising

Bill Sponsors

Name	Party	Role
Paul R. Heroux		Primary
Carlos González	Democratic	Cosponsor
Timothy R. Whelan		Cosponsor
Smitty Pignatelli		Primary
Paul A. Schmid, III		Cosponsor
Dean A. Tran		Cosponsor
Angelo L. D'Emilia		Cosponsor
John Barrett, III		Cosponsor
Jonathan D. Zlotnik		Cosponsor
James R. Miceli		Cosponsor
Bruce J. Ayers	Democratic	Primary
Kathleen R. LaNatra		Primary

Related Bills

- H5094 (MA)

Official Source

<https://malegislature.gov/Bills/194/H846>

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