

SB484 • West Virginia

Relating to disclosures and penalties associated with use of synthetic media and artificial intelligence

Introduced

Risk: High

Comprehensive

Last Action (Mar 04, 2025): Referred to Rules on 1st reading

Summary

This bill prohibits the use of synthetic media and AI to influence elections, imposing civil and criminal penalties for violations.

Business Impact

If you create political media using AI in West Virginia, you must disclose its synthetic nature or face fines up to \$1,000 per violation.

Key Provisions

- Prohibits distribution of synthetic media that misrepresents individuals within 90 days of an election.
- Requires clear disclaimers for synthetic media to avoid penalties.
- Establishes civil and criminal penalties of up to \$1,000 for violations.
- Defines key terms such as 'artificial intelligence' and 'synthetic media.'
- Includes exceptions for certain media types and compliance with federal law.
- Allows for complaints to be filed with the state election commission.
- Permits the Secretary of State to propose emergency and legislative rules for approval.

Compliance Checklist

- Ensure all synthetic media includes a clear disclaimer about its nature. | Who: Candidates and political committees. | Penalty: Fines up to \$1,000 per violation.
- Avoid distributing synthetic media that misrepresents individuals without consent. | Who: Creators and sponsors of political media. | Penalty: Misdemeanor charges and fines up to \$1,000.

Industries Affected

Consumer Protection

Media Production

Political Campaigning

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

Bill Sponsors

Name	Party	Role
Jack Woodrum	R	Sponsor
Mike Oliverio	R	Sponsor
Vince Deeds	R	Sponsor

Amendments

- sb484 sfa martin_1 3-3 — 2025-03-03 (Not Adopted)

Official Source

http://www.wvlegislature.gov/Bill_Status/Bills_history.cfm?input=484&year;=2025&sessiontype;=RS&bttype;=bill

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