

B25-0832 • District of Columbia

Deepfake Political Advertising Regulation Amendment Act of 2024

Introduced

Risk: High

Amendment

Last Action (Jun 14, 2024): Notice of Intent to Act on B25-0832 Published in the DC Register

Summary

The bill prohibits the distribution of non-compliant deepfake political ads within 90 days of an election, enforcing disclosure requirements for candidates, committees, and other entities.

Business Impact

If you are involved in political advertising using AI-generated media, you must ensure compliance with disclosure requirements by 90 days before the election or face fines.

Key Provisions

- Prohibits distribution of non-compliant deepfake political ads within 90 days of an election.
- Requires disclosure of certain information regarding artificial media used in political advertising.
- Allows for injunctive relief by the Superior Court for violations.
- Imposes civil fines by the Campaign Finance Board for non-compliance.
- Applies to candidates, political action committees, political committees, and other entities involved in political advertising.
- Aims to enhance transparency in political advertising.

Compliance Checklist

- Ensure all deepfake political ads meet disclosure requirements | Who: Candidates and political committees | Penalty: Civil fines and potential injunctive relief
- Review and update advertising strategies to comply with new regulations | Who: Political action committees and advertising agencies | Penalty: Fines for non-compliance

Industries Affected

Political Advertising

Campaign Management

Consumer Protection

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

Bill Sponsors

Name	Party	Role
Charles Allen	D	Sponsor
Robert White	D	Sponsor
Brianne Nadeau	D	Sponsor
Brooke Pinto	D	Sponsor
Matthew Frumin	D	Sponsor

Official Source

<https://lms.dccouncil.gov/Legislation/B25-0832>

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