

# HB8479 • United States (Federal)

## Protecting Consumers from Deceptive AI Act

Introduced

Risk: Medium

Comprehensive

Last Action (Apr 23, 2026): Referred to the Committee on Energy and Commerce, and in addition to the Committee on Science, Space, and Technology, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned.

## Summary

The bill mandates the establishment of task forces to create standards for identifying generative AI content and requires disclosures for such content.

## Business Impact

If you create or modify audio or visual content using AI, you must disclose its AI origin or face penalties.

## Key Provisions

- NIST must establish task forces for developing AI content identification standards.
- Audio or visual content created or modified by AI must include a disclosure of its AI origin.
- The bill aims to protect consumers from deceptive AI-generated content and may have other purposes.

## Compliance Checklist

- Implement disclosure practices for AI-generated content | Who: Businesses creating or modifying audio/visual content with AI | Penalty: Potential penalties for non-compliance

## Industries Affected

Technology

Consumer Protection

## Topics

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AI Transparency

AI in Government

User-Facing AI

## Bill Sponsors

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Name	Party	Role
Valerie Foushee	D	Sponsor
Don Beyer	D	Sponsor
James Moylan	R	Sponsor
Brian Fitzpatrick	R	Sponsor

## Official Source

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<https://www.congress.gov/bill/119th-congress/house-bill/8479/all-info>

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