

HB3044 • United States (Federal)

REAL Political Advertisements Act Require the Exposure of AI-Led Political Advertisements Act

Introduced

Risk: Medium

Amendment

Last Action (May 02, 2023): Referred to the House Committee on House Administration.

Summary

The bill mandates that political advertisements disclose if generative AI was used to create any images or videos, enhancing transparency.

Business Impact

If you run political campaigns using AI-generated content, you must disclose its use in ads or face potential penalties.

Key Provisions

- Political advertisements must disclose if generative AI was used.
- The disclosure must be included within the advertisement content.
- The bill amends the Federal Election Campaign Act of 1971.
- Aims to enhance transparency and accountability in political advertising.

Compliance Checklist

- Include a disclosure statement in advertisements if generative AI is used. | Who: Political advertisers and campaign entities. | Penalty: Potential penalties as defined by the Federal Election Commission.

Industries Affected

Media

Political Advertising

Government

Topics

AI in Political Advertising

AI Transparency

Bill Sponsors

Name	Party	Role
Yvette Clarke	D	Sponsor

Official Source

<https://www.congress.gov/bill/118th-congress/house-bill/3044/all-info>

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