

H375 • North Carolina

AI/Ban Deceptive Ads

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Mar 13, 2025): Ref to the Com on Commerce and Economic Development, if favorable, Election Law, if favorable, Judiciary 2, if favorable, Rules, Calendar, and Operations of the House

Summary

House Bill 375 aims to address deceptive advertising practices involving artificial intelligence in North Carolina.

Business Impact

If you use AI in advertising, ensure practices are not deceptive to comply with potential new regulations.

Compliance Checklist

- Ensure all AI-generated advertisements are not misleading. | Who: Businesses using AI for advertising. | Penalty: Potential penalties for deceptive practices.

Industries Affected

Advertising

Technology

Marketing

Related Bills

- HB 375 (NC)

Official Source

<https://www.ncleg.gov/BillLookup/2025/H375>

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