

SB0150 • Illinois

ELEC CD-AI ADVERT DISCLOSURE

Introduced

Risk: Medium

Amendment

Last Action (Apr 11, 2025): Rule 3-9(a) / Re-referred to Assignments

Summary

This bill mandates that political ads generated by AI must clearly disclose their AI origin, with specified penalties for non-compliance.

Business Impact

If you create political ads in Illinois using AI, you must disclose this in the ad or face fines up to \$1,000 per violation.

Key Provisions

- Requires disclosure of AI-generated content in political ads.
- Defines 'artificial intelligence' and 'qualified political advertisement'.
- Specifies penalties for non-compliance, starting at \$250.
- Outlines exceptions for certain broadcasting and satire.
- Mandates clear visibility and audibility of disclosures.
- Establishes civil penalties for repeated violations.

Compliance Checklist

- Include a clear statement in political ads indicating AI generation. | Who: Persons, committees, or entities creating political ads. | Penalty: Fines up to \$1,000 for non-compliance.
- Ensure disclosures meet specified visibility and audibility standards. | Who: Advertisers and distributors of political ads. | Penalty: Civil penalties for each violation.

Industries Affected

Political Advertising

Advertising

Artificial Intelligence

Consumer Protection

Political Campaigns

Media

Topics

AI in Political Advertising

AI Transparency

Bill Sponsors

Name	Party	Role
John J. Cullerton		Primary
Thomas Cullerton		Primary
John F. Curran	Republican	Cosponsor
Kimberly A. Lightford	Democratic	Primary
Kwame Raoul		Primary
Ira I. Silverstein		Primary
Jay C. Hoffman	Democratic	Cosponsor
Michael K. Smith	Democratic	Cosponsor
Edward J. Acevedo		Cosponsor
Robyn Gabel	Democratic	Cosponsor
Kenneth Dunkin		Cosponsor
Elaine Nekritz		Cosponsor

Related Bills

- SB2996 (IL)
- SB2762 (IL)
- SB 2996 (IL)

Official Source

<https://www.ilga.gov/Legislation/BillStatus?DocNum=150&GAID;=18&DocTypeID;=SB&SessionID;=114&GA;=104>

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