

# SB 1624 • Tennessee

Election Laws - As enacted, requires political advertisements to include a disclaimer if the advertisements include deepfake elements impersonating or depicting a candidate engaging in activity or speech in which the impersonated or depicted candidate did not in fact engage; makes a violation of...

Unknown

Risk: High

Narrow/Targeted

Effective: Jul 01, 2026 | Last Action (Mar 30, 2026): Comp. became Pub. Ch. 625

## Summary

SB 1624 amends TCA Title 2, Chapter 19, mandating disclaimers on political ads using deepfake elements, with violations classified as misdemeanors.

## Business Impact

If you operate in political advertising, you must include disclaimers for deepfake content by July 1, 2024, or face misdemeanor charges.

## Key Provisions

- Amends TCA Title 2, Chapter 19.
- Requires disclaimers on political ads using deepfake elements.
- Classifies violations of the disclaimer requirement as Class C misdemeanors.
- Entitles candidates to damages and equitable relief for violations.

## Compliance Checklist

- Include a disclaimer on political advertisements using deepfake elements. | Who: Political advertisers and candidates. | Penalty: Class C misdemeanor for non-compliance.

## Industries Affected

General

## Topics

AI Deepfakes

AI in Political Advertising

## Bill Sponsors

| Name   | Party | Role    |
|--------|-------|---------|
| Massey |       | Primary |

## Related Bills

- HB 1513 (TN)
- SB1624 (TN)
- HB1513 (TN)

## Official Source

<https://openstates.org/tn/bills/114/SB1624/>

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