

# LD1690 • Maine

## An Act Regarding Artificial Intelligence in Campaign Advertising

Dead

Risk: Low

Narrow/Targeted

Last Action (May 27, 2025): Pursuant to Joint Rule 310.3 Placed in Legislative Files (DEAD)

### Summary

This bill addresses the use of artificial intelligence in campaign advertising in Maine.

### Business Impact

If you use AI in campaign advertising in Maine, you must comply with new regulations or face penalties.

### Key Provisions

- Addresses the use of AI in campaign advertising.

### Industries Affected

Campaign Management

Political Advertising

Advertising

General

Political Campaigns

Political Campaigning

### Topics

AI in Political Advertising

Comprehensive AI

### Bill Sponsors

Name	Party	Role
Troy JACKSON		Primary
WADSWORTH		Primary

COREY		Cosponsor
HANLEY		Cosponsor
HARRINGTON		Cosponsor
KINNEY		Cosponsor
WOODSOME		Cosponsor
Russell BLACK	Republican	Primary
Thomas SKOLFIELD		Cosponsor
Matthea DAUGHTRY		Primary
Craig HICKMAN	Democratic	Cosponsor
Morgan RIELLY	Democratic	Cosponsor

## Official Source

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[https://legislature.maine.gov/legis/bills/display\\_ps.asp?LD=1690&snum;=132](https://legislature.maine.gov/legis/bills/display_ps.asp?LD=1690&snum;=132)

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