

HB358 • Alaska

Deepfakes: Liability; Elections

In Committee

Risk: Medium

Narrow/Targeted

Last Action (May 13, 2024): REFERRED TO RULES

Summary

HB358 addresses the use of deepfakes in electioneering communications in Alaska and includes provisions related to defamation claims based on deepfakes. Specific definitions and criteria for 'deepfakes' and 'electioneering communications' are included.

Business Impact

If you use AI for election ads, ensure compliance with HB358 to avoid defamation claims.

Key Provisions

- Relates to the use of deepfakes in electioneering communications
- Includes provisions for defamation claims based on deepfakes
- Defines 'deepfakes' and 'electioneering communications' to clarify scope

Compliance Checklist

- Ensure all election-related communications are free from misleading deepfake content. | Who: Political candidates and campaign organizations | Penalty: Potential legal action for defamation.

Industries Affected

Media

Consumer Protection

Technology

Media and Communications

Political Campaigns

Topics

AI Deepfakes

AI in Political Advertising

AI Liability

Bill Sponsors

Name	Party	Role
SPOHNHOLZ		Primary
EDGMON		Primary
Fields		Cosponsor
Schrage		Cosponsor
Foster		Cosponsor
Hopkins		Cosponsor
Spohnholz		Cosponsor
Tuck		Cosponsor
Patkotak		Cosponsor
Cronk		Cosponsor
Tarr		Cosponsor
Josephson		Cosponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-05-08	(H) AM NO 2 FAILED Y1 N38 A1 #\r\n	1	38	Failed
2024-05-08	(H) AM NO 7 FAILED Y16 N24 #\r\n	16	24	Failed
2024-05-08	(H) AM NO 3 FAILED Y1 N38 A1 #\r\n	1	38	Failed
2024-05-08	(H) AM NO 1 FAILED Y1 N37 A2 #\r\n	1	37	Failed
2024-05-08	(H) AM NO 4 FAILED Y1 N38 A1 #\r\n	1	38	Failed
2024-05-08	(H) AM NO 5 FAILED Y1 N36 A3 #\r\n	1	36	Failed
2024-05-09	(H) PASSED Y38 N2 #2838	38	2	Passed

Related Bills

- HB 358 (AK)

Official Source

<https://www.akleg.gov/basis/Bill/Detail/33?Root=HB358>

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