

SB177 • Alaska

Ai, Deepfakes, Cybersecurity, Data Xfers

Introduced

Risk: High

Comprehensive

Effective: Jan 01, 2024 | Last Action (Apr 24, 2024): FIN REFERRAL ADDED AFTER JUD

Summary

This bill mandates disclosure of deepfakes in campaign communications and addresses cybersecurity and data privacy issues.

Business Impact

If you use AI in campaign communications in Alaska, you must disclose deepfakes or face penalties starting in 2024.

Key Provisions

- Requires disclosure of deepfakes in campaign communications.
- Addresses cybersecurity measures related to AI use.
- Includes provisions for data privacy in technology applications.

Compliance Checklist

- Disclose any use of deepfakes in campaign communications | Who: Political campaign organizations and advertisers | Penalty: Fines or other penalties for non-compliance
- Implement cybersecurity measures as outlined in the bill | Who: Businesses handling data and AI technologies | Penalty: Potential fines or legal action for breaches

Industries Affected

Consumer Protection

Government

Political Campaigning

Political Advertising

Cybersecurity

Political Campaigns

Technology

Technology Providers

Data Privacy

Data Management

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

AI Privacy

Bill Sponsors

Name	Party	Role
MACKINNON		Primary
MICCICHE		Primary
SENATE RULES BY REQUEST OF THE GOVERNOR		Primary
Hughes		Primary
Senate Rules		Primary

Related Bills

- SB 177 (AK)
- HB306 (AK)
- HB 306 (AK)

Official Source

<https://www.akleg.gov/basis/Bill/Detail/33?Root=SB177>

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