

SB1515 • Arizona

Election communications; prohibition; deep fakes

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 06, 2024): Senate read second time

Summary

This bill prohibits the distribution of deceptive deepfakes related to candidates or political parties within 90 days of an election, requiring disclosures.

Business Impact

If you distribute media related to elections in Arizona, you must disclose if it is a deepfake by the election date or face legal action.

Key Provisions

- Prohibits distribution of deceptive deepfakes related to candidates within 90 days of an election.
- Requires clear disclosures for synthetic media indicating manipulation by AI.
- Allows candidates to seek injunctive relief against deceptive deepfakes.
- Exempts certain media entities under specific conditions.
- Defines 'deceptive and fraudulent deepfake' and 'synthetic media' for clarity.

Compliance Checklist

- Ensure any synthetic media related to candidates includes required disclosures. | Who: Individuals, corporations, or entities distributing election-related media. | Penalty: Legal action for non-compliance.
- Review media content for compliance with deepfake regulations. | Who: Media distributors and political campaign teams. | Penalty: Potential legal challenges from candidates.

Industries Affected

Topics

AI Deepfakes

AI in Political Advertising

Bill Sponsors

Name	Party	Role
Gail Griffin	Republican	Primary
Martin Quezada		Primary
Lela Alston	Democratic	Cosponsor
David Bradley		Cosponsor
Lupe Contreras	Democratic	Cosponsor
Andrea Dalessandro		Cosponsor
Sally Ann Gonzales	Democratic	Cosponsor
Juan Mendez		Cosponsor
Tony Navarrete		Cosponsor
Lisa Otondo		Cosponsor
Jamescita Peshlakai		Cosponsor
Victoria Steele		Cosponsor

Related Bills

- SB1359 (AZ)
- SB 1515 (AZ)

Official Source

<https://apps.azleg.gov/BillStatus/BillOverview/81070>

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