

# SB 2996 • Illinois

## ELEC CD-AI ADVERT DISCLOSURE

In Committee

Risk: Medium

Amendment

Last Action (May 22, 2026): Senate Committee Amendment No. 1 Rule 3-9(a) / Re-referred to Assignments

## Summary

SB 2996 requires AI disclosure in political ads in Illinois, with penalties for non-compliance.

## Business Impact

If you use AI for political ads, you must disclose it clearly or face penalties.

## Key Provisions

- Requires AI disclosure in political ads
- Applies to creators, publishers, and distributors of political ads
- Defines 'qualified political advertisement'
- Includes provisions for civil penalties and injunctive relief
- Allows recovery of attorney's fees and costs

## Compliance Checklist

- Include a clear statement in political ads indicating AI generation. | Who: Individuals, committees, or entities creating political advertisements. | Penalty: Civil penalties and potential attorney's fees for violations.

## Industries Affected

Consumer Protection

## Topics

## Bill Sponsors

Name	Party	Role
Mary Edly-Allen		Primary
Steve Stadelman		Cosponsor

## Related Bills

- SB2996 (IL)
- SB2762 (IL)
- SB0150 (IL)

## Official Source

<https://ilga.gov/Legislation/BillStatus?DocNum=2996&GAID;=18&DocTypeID;=SB&LegId;=165496&SessionID;=114>

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