

H 3517 • South Carolina

Deceptive and fraudulent deepfake media in elections

In Committee

Risk: Medium

Narrow/Targeted

Last Action (Jan 14, 2025): Referred to Committee on Judiciary

Summary

SC H 3517: Deceptive and fraudulent deepfake media depicting a candidate's likeness in elections, requiring requisite disclosure language and allowing candidates to seek equitable relief.

Business Impact

If you distribute media related to candidates in South Carolina, you must include disclosure language within 90 days of an election or face legal action.

Key Provisions

- Prohibits distribution of deceptive deepfake media depicting a candidate's likeness within 90 days of an election.
- Requires inclusion of requisite disclosure language in such media.
- Allows candidates to seek injunctive relief, equitable relief, and damages against violators.

Compliance Checklist

- Include requisite disclosure language in deepfake media | Who: Media distributors and political campaigns | Penalty: Legal action for non-compliance

Industries Affected

Political Campaigning

Political Campaigns

Consumer Protection

Media

Topics

Bill Sponsors

Name	Party	Role
Davis		Primary
Martin		Primary
Forrest		Primary
Hixon		Primary
Duckworth		Primary
Hewitt		Primary
Hiott		Primary
Kirby		Primary
Robinson		Primary
Cobb-Hunter		Primary
Henegan		Primary
King		Primary

Related Bills

- H3517 (SC)
- H4660 (SC)

Official Source

<https://openstates.org/sc/bills/2025-2026/H3517/>

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