

# AB 502 • California

Elections: deceptive media in advertisements.

In Committee

Risk: Medium

Amendment

Last Action (Sep 08, 2025): Ordered to inactive file at the request of Senator Blakespear.

## Summary

CA AB 502: Modifies rules on deceptive election ads, adding AI disclosure exemptions and clarifying legal actions.

## Business Impact

If you use AI in election ads, ensure disclosures meet new standards or face legal challenges.

## Key Provisions

- Prohibition applies within 120 days of an election and up to 60 days after in specified cases.
- Disclosure requirements for AI-altered content, including color and font size.
- Exemption for content recognized as satire or parody.
- Individuals depicted in deceptive content can seek legal action.

## Compliance Checklist

- Include a disclosure for AI-altered election communications | Who: Content creators and advertisers | Penalty: Legal action for non-compliance
- Ensure disclosure text meets size and color requirements | Who: Content creators and advertisers | Penalty: Legal action for non-compliance

## Industries Affected

Political Advertising

Political Campaigns

Consumer Protection

Media Production

Advertising

Media

# Topics

AI in Political Advertising

AI Transparency

## Bill Sponsors

Name	Party	Role
Charles Calderon		Author
Brough		Author
Canciamilla		Author
Frommer		Author
Wyman		Coauthor
Bates		Coauthor
Pellerin		Author
Berman		Author
Wildman		Author
Bonilla		Author
Chau		Author
Moore		Author

## Roll Call Votes

Date	Description	Yea	Nay	Result
2025-07-15	Do pass	11	2	Passed
2025-07-01	Do pass, but first be re-referred to the Committee	4	0	Passed
2025-04-24	AB 502 Pellerin Consent Calendar Second Day	75	0	Passed
2025-04-09	Do pass. To Consent Calendar.	14	0	Passed
2025-03-26	Do pass and be re-referred to the Committee on [Ap	7	0	Passed

## Official Source

<https://openstates.org/ca/bills/20252026/AB502/>

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