

AB2355 • California

Political Reform Act of 1974: political advertisements: artificial intelligence.

Passed Both Chambers

Risk: Medium

Amendment

Effective: Sep 17, 2024 | Last Action (Sep 17, 2024): Chaptered by Secretary of State - Chapter 260, Statutes of 2024.

Summary

Requires AI-generated political ads to disclose AI use, with specific formatting rules. Effective date to be verified in the full bill text.

Business Impact

If you use AI in political ads in California, you must disclose AI use or face enforcement actions.

Key Provisions

- Requires AI-generated political ads to disclose AI use.
- Specifies formatting for disclosures based on ad medium.
- Empowers Fair Political Practices Commission to enforce compliance.
- Defines AI-generated content as misleading to a reasonable person.
- Excludes violations from being misdemeanors.
- Declares it furthers the purposes of the Political Reform Act of 1974.
- Amends Government Code Sections 84504, 84504.1, 84504.2, 84504.3, 84054.4, 84504.5, and adds Section 84514.

Compliance Checklist

- Include AI use disclosure in political ads. | Who: Committees creating or distributing AI-generated ads. | Penalty: Enforcement actions by the Commission.

Industries Affected

Political Advertising

Artificial Intelligence

Topics

AI in Political Advertising

AI Transparency

AI in Government

Comprehensive AI

Bill Sponsors

Name	Party	Role
Sabrina Cervantes	D	Sponsor
Wendy Carrillo	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-04-10	Do pass as amended and be re-referred to the Commi	7	1	Passed
2024-04-23	Do pass and be re-referred to the Committee on [Ju	9	1	Passed
2024-04-30	Do pass and be re-referred to the Committee on [Ap	9	1	Passed
2024-05-16	Do pass	13	0	Passed
2024-05-22	AB 2355 Wendy Carrillo Assembly Third Reading	64	0	Passed
2024-06-18	Do pass, but first be re-referred to the Committee	6	0	Passed
2024-07-02	Do pass, but first be re-referred to the Committee	11	0	Passed
2024-08-05	Placed on suspense file	7	0	Passed

Official Source

https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202320240AB2355

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