

# 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 January 1, 2024.

## 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 without specifying it as misleading.
- 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.
- Effective January 1, 2024.

## 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

## 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
2024-08-28	AB 2355 Wendy Carrillo Concurrence in Senate Amend	75	0	Passed
2024-08-27	Assembly 3rd Reading AB2355 Wendy Carrillo et al B	40	0	Passed
2024-08-15	Do pass as amended	7	0	Passed
2024-08-05	Placed on suspense file	7	0	Passed
2024-07-02	Do pass, but first be re-referred to the Committee	11	0	Passed
2024-06-18	Do pass, but first be re-referred to the Committee	6	0	Passed
2024-05-22	AB 2355 Wendy Carrillo Assembly Third Reading	64	0	Passed
2024-05-16	Do pass	13	0	Passed

## Official Source

[https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill\\_id=202320240AB2355](https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202320240AB2355)

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