

HB1147 • Colorado

Candidate Election Deepfake Disclosures

Passed Both Chambers

Risk: High

Comprehensive

Effective: Jul 01, 2024 | Last Action (May 24, 2024): Governor Signed

Summary

This bill mandates disclosure of deepfakes in candidate communications and allows for enforcement and private action by candidates.

Business Impact

If you create or distribute political content using deepfakes in Colorado, you must disclose this by July 1, 2024, or face penalties.

Key Provisions

- Prohibits undisclosed deepfakes in candidate communications.
- Requires a specific disclosure statement for deepfakes.
- Allows candidates to file complaints with the Secretary of State.
- Imposes civil penalties for violations.
- Enables candidates to seek damages through civil action.
- Exempts certain media and technology providers from liability.

Compliance Checklist

- Include a clear disclosure statement in communications using deepfakes. | Who: Any individual or entity distributing political content. | Penalty: Civil penalties starting at \$100 per violation.
- File complaints for violations of deepfake disclosure requirements. | Who: Candidates affected by undisclosed deepfakes. | Penalty: Potential civil penalties for violators.

Industries Affected

Political
Campaigning

Media and
Advertising

Media and
Communications

Political Campaigns

Consumer
Protection

Topics

AI Deepfakes

AI in Political Advertising

Bill Sponsors

Name	Party	Role
K. Brown		Sponsor
L. Cutter		Sponsor

Amendments

- House State, Civic, Military, & Veterans Affairs Amendment L.001 — 2024-02-26 (Adopted)
- House State, Civic, Military, & Veterans Affairs Amendment L.003 — 2024-02-26 (Adopted)
- House State, Civic, Military, & Veterans Affairs Amendment L.004 — 2024-02-26 (Adopted)
- House State, Civic, Military, & Veterans Affairs Amendment L.005 — 2024-02-26 (Adopted)
- House State, Civic, Military, & Veterans Affairs Amendment L.006 — 2024-02-26 (Adopted)
- House State, Civic, Military, & Veterans Affairs Amendment L.008 — 2024-02-26 (Adopted)

Official Source

<https://leg.colorado.gov/bills/hb24-1147>

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