

Artificial Intelligence Use in Political Advertising

Passed Both Chambers

Risk: High

Comprehensive

Effective: Jul 01, 2024 | Last Action (Apr 29, 2024): Chapter No. 2024-126

Summary

This bill mandates disclaimers for political ads using AI, outlining requirements and penalties for non-compliance.

Business Impact

If you use AI in political advertising in Florida, you must include specified disclaimers by July 1, 2024, or face penalties.

Key Provisions

- Requires disclaimers for political ads using AI.
- Specifies requirements for the disclaimer's content.
- Establishes criminal and civil penalties for non-compliance.
- Allows individuals to file complaints regarding violations.
- Provides for expedited hearings on complaints.
- Effective date set for July 1, 2024.

Compliance Checklist

- Include specified disclaimers in political advertisements using AI. | Who: Political advertisers and campaign organizations. | Penalty: Criminal and civil penalties for non-compliance.
- Prepare to address complaints regarding AI use in advertisements. | Who: Political campaign managers and legal teams. | Penalty: Potential penalties if complaints are upheld.

Industries Affected

Campaign Management

Political Advertising

Law Enforcement

Topics

AI in Political Advertising

Bill Sponsors

Name	Party	Role
State Affairs Committee		Sponsor
Alejandro Rizo	R	Sponsor
Jennifer Canady	R	Sponsor
Jeff Holcomb	R	Sponsor
Tom Leek	R	Sponsor
Johanna Lopez	D	Sponsor
Fiona McFarland	R	Sponsor
Jim Mooney	R	Sponsor
Rick Roth	R	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-03-01	Senate: Third Reading RCS#15	32	0	Passed
2024-02-28	House: Third Reading RCS#722	104	8	Passed
2024-02-14	House State Affairs Committee	18	2	Passed
2024-01-29	House Justice Appropriations Subcommittee	12	0	Passed
2024-01-18	House Ethics, Elections & Open Government Subcommi	15	2	Passed

Amendments

- House Committee Amendment #452635 — 2024-01-17 (Not Adopted)
- House Committee Amendment #727281 — 2024-02-13 (Not Adopted)

Related Bills

- S0850 (FL)
- H1072 (NC)

Official Source

<https://www.flsenate.gov/Session/Bill/2024/919>

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