

S0850 • Florida

Use of Artificial Intelligence in Political Advertising

Introduced

Risk: High

Comprehensive

Effective: Jul 01, 2024 | Last Action (Mar 01, 2024): Laid on Table, refer to CS/HB 919

Summary

This bill mandates disclaimers in political ads using AI, outlines requirements, and establishes penalties for violations.

Business Impact

If you use AI in political advertising in Florida, you must include specified disclaimers by 07/01/2024 or face penalties.

Key Provisions

- Requires disclaimers in political ads using AI.
- Specifies requirements for the disclaimers.
- Establishes civil and criminal penalties for violations.
- Authorizes complaints to be filed with the Florida Elections Commission.

Compliance Checklist

- Include specified disclaimers in political advertisements using AI. | Who: Political entities and advertisers. | Penalty: Civil and criminal penalties for non-compliance.

Industries Affected

Electioneering

Campaign Management

Political Advertising

Law Enforcement

Topics

Bill Sponsors

Name	Party	Role
Rules		Sponsor
Ethics and Elections		Sponsor
Nick DiCeglie	R	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-02-08	Senate Rules	20	0	Passed
2024-01-16	Senate Ethics and Elections	5	3	Passed

Amendments

- Senate Committee Amendment #602590 — 2024-01-12 (Not Adopted)

Related Bills

- H0919 (FL)

Official Source

<https://www.flsenate.gov/Session/Bill/2024/850>

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