

HB1734 • Hawaii

Relating To Artificial Intelligence.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 24, 2024): Referred to JHA, FIN, referral sheet 1

Summary

This bill mandates disclosure statements for campaign ads using generative AI, with administrative fines for non-compliance. Verify specifics once full bill text is available.

Business Impact

If you create campaign ads using generative AI in Hawaii, you must include a disclosure statement or face administrative fines.

Key Provisions

- Requires disclosure for campaign ads using generative AI. Verify specifics once full bill text is available.
- Applies to images, video footage, and audio recordings. Verify specifics once full bill text is available.
- Subjects violators to administrative fines. Verify specifics once full bill text is available.

Compliance Checklist

- Include a disclosure statement in campaign ads using generative AI | Who: Campaign entities creating advertisements | Penalty: Administrative fines for non-compliance

Industries Affected

Technology

Political Campaigning

Consumer Protection

Advertising

Topics

Bill Sponsors

Name	Party	Role
Gene Ward	R	Sponsor
David Alcos	R	Sponsor
Diamond Garcia	R	Sponsor
Elijah Pierick	R	Sponsor
Lauren Matsumoto	R	Sponsor

Official Source

https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=HB&billnumber;=1734&year;=2024

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