

HB1734 • Hawaii

Relating To Artificial Intelligence.

Introduced

Risk: Medium

Narrow/Targeted

Effective: Jul 01, 2024 | Last Action (Jan 24, 2024): Referred to JHA, FIN, referral sheet 1

Summary

This bill mandates disclosure statements for campaign ads using generative AI, imposing fines for non-compliance.

Business Impact

If you create campaign ads using generative AI in Hawaii, you must include a disclosure statement by July 1, 2024, or face fines.

Key Provisions

- Advertisements using generative AI must include a clear disclosure statement.
- Disclosure requirements vary based on the type of media (still images, audio, video).
- Violators are subject to administrative fines.
- The commission will adopt necessary rules for enforcement.
- Generative AI is defined as technology creating realistic representations of real entities.

Compliance Checklist

- Include a disclosure statement in campaign advertisements using generative AI | Who: Candidates, candidate committees, and noncandidate committees | Penalty: Subject to administrative fines

Industries Affected

Advertising

Political
Campaigning

Political Campaigns

Consumer
Protection

Technology

Topics

AI in Political Advertising

AI Transparency

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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