

# SB2396 • Hawaii

## Relating To Elections.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 09, 2024): The committee on JDC deferred the measure.

## Summary

This bill prohibits the distribution of deceptive deepfakes of candidates or parties before elections, with a focus on those known to be deceptive.

## Business Impact

If you distribute election-related content in Hawaii, you must ensure it is not a deceptive deepfake or face penalties.

## Key Provisions

- Prohibits distribution of deceptive deepfakes in electioneering communications.
- Aims to protect the integrity of elections in Hawaii.

## Compliance Checklist

- Ensure all election-related communications are verified and not deceptive deepfakes. | Who: Political candidates, parties, and their campaign teams. | Penalty: Potential legal repercussions and reputational damage.

## Industries Affected

General

Political Campaigning

Advertising

## Topics

AI Deepfakes

AI in Political Advertising

## Bill Sponsors

---

Name	Party	Role
Karl Rhoads	D	Sponsor
Angus McKelvey	D	Sponsor

## Official Source

---

[https://www.capitol.hawaii.gov/session/measure\\_indiv.aspx?billtype=SB&billnumber;=2396&year;=2024](https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=SB&billnumber;=2396&year;=2024)

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.