

# HB4869 • Illinois

## CONSUMER FRAUD-AI DISCLOSURE

Introduced

Risk: Medium

Amendment

Last Action (Apr 05, 2024): Rule 19(a) / Re-referred to Rules Committee

### Summary

This bill mandates disclosure of synthetic media in advertisements, ensuring transparency about AI-generated content.

### Business Impact

If you advertise goods or services in Illinois using synthetic media, you must disclose its use or face penalties for non-compliance.

### Key Provisions

- Requires disclosure of synthetic media in advertisements.
- Mandates a disclaimer if synthetic media depicts actions not actually performed by a person.
- Establishes violations as unlawful practices under the Consumer Fraud Act.

### Compliance Checklist

- Disclose the use of synthetic media in advertisements | Who: Any person or entity advertising goods or services | Penalty: Considered an unlawful practice under the Act
- Include a disclaimer for synthetic media depicting actions not performed by actual persons | Who: Advertisers using synthetic media | Penalty: Considered an unlawful practice under the Act

### Industries Affected

Media

Advertising

Consumer Protection

Marketing

# Topics

AI Deepfakes

AI in Insurance

AI Transparency

AI Likeness

# Bill Sponsors

Name	Party	Role
Linda Chapa LaVia		Primary
Brian W. Stewart	Republican	Primary
Jim Durkin		Primary
Tom Cross		Primary
Greg Harris		Primary
Patricia R. Bellock		Primary
Jay C. Hoffman	Democratic	Primary
Jim Watson		Primary
MADIGAN,MJ		Cosponsor
CURRIE		Cosponsor
FRITCHEY		Cosponsor
Robyn Gabel	Democratic	Primary

# Official Source

<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=4869&GAID;=17&DocTypeID;=HB&SessionID;=112&GA;=103>

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.