

SB2762 • Illinois

ELEC CD-AI ADVERT DISCLOSURE

Introduced

Risk: Medium

Amendment

Last Action (Jan 16, 2024): Referred to Assignments

Summary

SB2762 mandates AI-generated political ads in Illinois to disclose AI involvement clearly, with specific readability and audibility requirements.

Business Impact

If you create AI-generated political ads in Illinois, you must disclose AI use clearly or face penalties.

Key Provisions

- Section 9-9.6(a): Defines 'artificial intelligence' and 'qualified political advertisement'.
- Section 9-9.6(b): Requires disclosure of AI use in political ads, specifying format based on medium.
- Section 9-9.6(c): Establishes civil penalties for non-compliance.
- Section 9-9.6(d): Lists exceptions for certain broadcasters and platforms.

Compliance Checklist

- Include AI disclosure in political ads. | Who: Creators, publishers, and distributors of political ads. | Penalty: Civil penalties

Industries Affected

Advertising

Media

Political Advertising

Topics

Bill Sponsors

Name	Party	Role
Steve Stadelman	D	Sponsor

Related Bills

- SB2996 (IL)
- SB0150 (IL)
- SB 2996 (IL)

Official Source

<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=2762&GAID;=17&DocTypeID;=SB&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.