

HB2559 • Kansas

Relating to the crime of corrupt political advertising; regulating the use; of generative artificial intelligence; requiring disclosure that an image or speech has been manipulated ; making it a crime to create false representations of candidates in campaign media or of state officials; providing...

Introduced

Risk: High

Comprehensive

Last Action (Feb 23, 2024): House Stricken from Calendar by Rule 1507

Summary

The bill regulates generative AI in political advertising, requiring disclosure of manipulated images or speech and criminalizing false representations of candidates.

Business Impact

If you engage in political advertising using AI in Kansas, you must disclose any manipulated content or face criminal penalties.

Key Provisions

- Regulates the use of generative artificial intelligence in political advertising.
- Requires disclosure of manipulated images or speech.
- Criminalizes false representations of candidates or state officials.
- Liability rests solely with the advertiser, not media platforms.
- Aims to enhance transparency in political advertising.
- Addresses the risks of misinformation in political campaigns.

Compliance Checklist

- Disclose any manipulated content in political advertisements | Who: Advertisers and political campaigns | Penalty: Criminal penalties for non-compliance
- Ensure all representations of candidates are truthful | Who: Advertisers and political campaigns | Penalty: Criminal penalties for false representations

Industries Affected

Political Advertising

Consumer Protection

Media

Technology

Topics

AI in Political Advertising

AI Transparency

AI Liability

Bill Sponsors

Name	Party	Role
Committee on Veterans and Military		Original Sponsor
Committee on Elections		Original Sponsor
Committee on Agriculture		Original Sponsor
Proctor		Primary
Miller, V.		Primary
Committee on Taxation		Primary

Amendments

- House Committee on Elections Report — 2024-02-12 (Not Adopted)

Official Source

https://kslegislature.org/li/b2023_24/asures/hb2559/

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