

SB2423 • Mississippi

Artificial intelligence; require disclosure when used in political advertisements.

Dead

Risk: Medium

Amendment

Effective: Jul 01, 2024 | Last Action (Mar 05, 2024): Died In Committee

Summary

This bill mandates disclosure of artificial intelligence use in political ads, defines related terms, and specifies penalties for non-compliance.

Business Impact

If you create political advertisements using AI in Mississippi, you must disclose AI's use by July 1, 2024, or face civil penalties.

Key Provisions

- Requires disclosure of AI use in qualified political advertisements.
- Defines 'qualified political advertisement' and 'artificial intelligence'.
- Establishes civil penalties for non-compliance.
- Specifies legal recourse for aggrieved parties.
- Clarifies information that must be included in advertisements.
- Exempts certain entities from disclosure requirements under specific conditions.

Compliance Checklist

- Include a clear statement of AI use in political advertisements | Who: Candidates and political committees | Penalty: Civil fines up to \$1,000 for violations
- Ensure disclaimers meet specified requirements for AI-generated content | Who: Entities creating political advertisements | Penalty: Civil fines for each violation

Industries Affected

Political Advertising

Consumer Protection

Campaign Management

Topics

AI in Political Advertising

AI Transparency

Comprehensive AI

Bill Sponsors

Name	Party	Role
McCaughn		Primary
Blackwell		Primary
Hill		Primary
Seymour		Cosponsor
DeBar		Primary
Branning		Cosponsor
Blount		Cosponsor
Tate		Primary
Jackson		Cosponsor
McLendon		Cosponsor
Blackmon		Primary
England		Primary

Roll Call Votes

Date	Description	Yea	Nay	Result
2023-02-07	Passage	50	2	Passed

Related Bills

- SB2642 (MS)
- SB2050 (MS)

Official Source

<https://billstatus.ls.state.ms.us/2024/pdf/history/SB/SB2423.xml>

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