

HB1596 • New Hampshire

Requiring a disclosure of deceptive artificial intelligence usage in political advertising.

Passed Both Chambers

Risk: Medium

Narrow/Targeted

Last Action (Aug 06, 2024): Signed by Governor Sununu 08/02/2024; Chapter 345; eff. 08/01/2024 House Journal 16

Summary

HB1596 mandates disclosure of AI and deepfake use in political ads within 90 days of an election.

Business Impact

If you use AI for political ads, you must disclose it by August 1, 2024, or face legal action.

Key Provisions

- Section 664:14-c: Requires disclosure of AI and deepfake usage in political ads.
- Section 664:14-c(II): Prohibits distribution of deepfakes without disclosure within 90 days of an election.
- Section 664:14-c(III): Specifies disclosure requirements for visual and audio media.
- Section 664:14-c(IV): Allows candidates to seek legal relief for violations.

Compliance Checklist

- Disclose any deceptive AI usage in political ads | Who: Political candidates and organizations | Penalty: Potential legal challenges and reputational damage

Industries Affected

Consumer Protection

Media

Political Advertising

Campaign Management

Topics

AI Deepfakes

AI in Political Advertising

AI Transparency

Bill Sponsors

Name	Party	Role
Angela Brennan	D	Sponsor
Kat McGhee	D	Sponsor
Ross Berry	R	Sponsor
Thomas Cormen	D	Sponsor
Ralph Boehm	R	Sponsor
Cam Kenney	D	Sponsor
Dan McGuire	R	Sponsor
Linda Massimilla	D	Sponsor
Rebecca Perkins Kwoka	D	Sponsor
Becky Whitley	D	Sponsor
Donovan Fenton	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2024-05-30	Req CofC	182	168	Passed

Related Bills

- HB 1596 (NH)

Official Source

https://gencourt.state.nh.us/bill_status/legacy/bs2016/bill_status.aspx?lslr=2305&sy;=2024&sortoption;=&txtsessionyear;=2024&txtbillnumber;=HB1596

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