

HB630 • New Hampshire

Preventing the dissemination of deepfake materials of political candidates before an election.

Introduced

Risk: Medium

Narrow/Targeted

Effective: Mar 09, 2025 | Last Action (Mar 20, 2025): Inexpedient to Legislate: Motion Adopted Regular Calendar 201-169 03/20/2025 House Journal 9 P. 45

Summary

This bill prohibits the dissemination of deepfake materials of political candidates within 90 days of an election, with exceptions for media disclosures.

Business Impact

If you distribute media related to political candidates in New Hampshire, you must ensure it is not a deepfake or face legal action by election day.

Key Provisions

- Prohibits dissemination of deepfake materials of political candidates within 90 days of an election.
- Defines 'synthetic media' and 'deepfake' with specific criteria.
- Requires clear disclosures for manipulated media.

Compliance Checklist

- Ensure no deepfake materials are distributed within 90 days of an election. | Who: Individuals, corporations, and committees involved in political advertising. | Penalty: Legal action for dissemination of prohibited deepfakes.
- Provide clear disclosures for any manipulated media. | Who: Entities distributing deepfake materials. | Penalty: Potential legal action and damages.

Industries Affected

Media

Political Advertising

General

Topics

AI Deepfakes

AI in Political Advertising

Bill Sponsors

Name	Party	Role
Thomas Cormen	D	Sponsor
Connie Lane	D	Sponsor
Zoe Manos	D	Sponsor
Kat McGhee	D	Sponsor
Dan McGuire	R	Sponsor
Chris Muns	D	Sponsor
David Preece	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-03-20	ITL	201	169	Passed

Official Source

https://gc.nh.gov/bill_status/legacy/bs2016/bill_status.aspx?lstr=638&sy;=2025&sortoption;=&txtsessionyear;=2025&txtbillnumber;=HB630

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