

# HB530 • New Mexico

## Sensitive Deepfake Images

Introduced

Risk: High

Comprehensive

Last Action (Feb 20, 2025): Sent to HCPAC - Referrals: HCPAC/HJC

## Summary

HB 530 addresses the issue of deepfake images in New Mexico, but specific regulations, requirements, and definitions are not detailed in the bill text.

## Business Impact

If you create or distribute deepfake content in New Mexico, you must comply with new regulations or face legal penalties.

## Key Provisions

- Addresses the issue of deepfake images.
- Lacks specific penalties for unauthorized use.
- Does not require consent from individuals depicted.
- Does not mandate disclosure in media.
- Does not define sensitive deepfake images.
- Reflects concern over potential harm from deepfakes.

## Compliance Checklist

- Obtain consent from individuals before creating deepfake images. | Who: Content creators and distributors. | Penalty: Legal penalties for non-compliance.
- Disclose the use of deepfake technology in media. | Who: Media producers and distributors. | Penalty: Legal penalties for non-compliance.

## Industries Affected

Advertising

Entertainment

General

Media

Technology

## Topics

AI Deepfakes

## Bill Sponsors

Name	Party	Role
Christine Chandler	D	Sponsor

## Related Bills

- HB 22 (NM)

## Official Source

<https://www.nmlegis.gov/Legislation/Legislation?chamber=H&legtype;=B&legno;=530&year;=25>

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