

HB 530 • 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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