

# HB 358 • Alaska

An Act relating to defamation claims based on the use of deepfakes; and relating to the use of deepfakes in electioneering communications.

Unknown

Risk: Medium

Narrow/Targeted

## Summary

HB 358 addresses defamation claims involving deepfakes and their use in electioneering communications, based solely on the bill's title and description.

## Business Impact

If you use deepfake technology in your communications, you must ensure compliance with defamation laws or face legal consequences.

## Key Provisions

- Addresses defamation claims involving deepfakes.
- Mentions the use of deepfakes in electioneering communications, but specific regulations are unconfirmed.
- Details on penalties and enforcement mechanisms are not confirmed.
- Exceptions and defenses for the use of deepfakes are not specified.

## Compliance Checklist

- Ensure that deepfake content does not violate defamation laws | Who: Businesses using deepfake technology | Penalty: Legal consequences for non-compliance
- Monitor electioneering communications for deepfake usage | Who: Political entities and campaigners | Penalty: Potential legal action for misinformation

## Industries Affected

Political Campaigns

Media

## Topics

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AI Deepfakes

AI in Political Advertising

## Related Bills

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- HB358 (AK)

## Official Source

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<https://openstates.org/ak/bills/33/HB358/>

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