

HB 2340 • Tennessee

AN ACT to amend Tennessee Code Annotated, Title 2; Title 4; Title 8; Title 38; Title 39 and Title 47, Chapter 18, relative to synthetic media.

Introduced

Risk: Medium

Amendment

Last Action (Mar 19, 2024): Taken off notice for cal in s/c Banking & Consumer Affairs Subcommittee of Commerce Committee

Summary

This bill creates a violation under the Tennessee Consumer Protection Act for using synthetic media to mislead or defame individuals with the intent to damage their reputation.

Business Impact

If you use synthetic media in communications in Tennessee, you must ensure it does not mislead or defame individuals or face legal penalties.

Key Provisions

- Creates a violation for altering an individual's appearance or speech using synthetic media with intent to damage reputation.
- Applies to communications that are publicly distributed.
- Intent to damage reputation by maligning, slandering, or misleading is required for violation.
- Amends multiple titles in the Tennessee Code Annotated.
- Part of the Tennessee Consumer Protection Act of 1977.

Compliance Checklist

- Ensure that any synthetic media used does not mislead or defame individuals. | Who: Businesses and individuals using synthetic media. | Penalty: Potential legal action under the Consumer Protection Act.

Industries Affected

Media

Technology

Consumer Protection

Advertising

Topics

AI Deepfakes

Bill Sponsors

Name	Party	Role
Justin Pearson	D	Sponsor

Related Bills

- SB 2460 (TN)

Official Source

<https://wapp.capitol.tn.gov/apps/Billinfo/default.aspx?BillNumber=HB2340&ga;=113>

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