

HB 2340 • Tennessee

Consumer Protection - As introduced, creates a violation under the Tennessee Consumer Protection Act of 1977 for a person or entity that alters the appearance, action, or speech of an individual through the use of synthetic media in a communication that is knowingly distributed publicly with the intent to malign, slander, defame, or otherwise intentionally mislead the public and damage the reputation of the individual. - Amends TCA Title 2; Title 4; Title 8; Title 38; Title 39 and Title 47, Chapter 18.

Unknown

Risk: Medium

Amendment

Summary

This bill prohibits altering an individual's appearance, action, or speech using synthetic media to mislead the public and damage reputations.

Business Impact

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

Key Provisions

- Prohibits altering an individual's appearance, action, or speech using synthetic media.
- Targets communications that are knowingly distributed with malicious intent.
- Establishes a violation under the Tennessee Consumer Protection Act.
- Aims to protect individuals from defamation and misleading representations.
- Applies to both individuals and entities.
- Does not specify a compliance deadline.

Compliance Checklist

- Ensure that any synthetic media used does not mislead or defame individuals. | Who: Any entity or individual using synthetic media for public communication. | Penalty: Potential legal action under the Tennessee Consumer Protection Act.

Industries Affected

Technology

Advertising

Media

Topics

AI Deepfakes

Related Bills

- SB 2460 (TN)

Official Source

<https://openstates.org/tn/bills/113/HB2340/>

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