

# SB 2460 • 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: High

Comprehensive

Last Action (Mar 13, 2024): Assigned to General Subcommittee of Senate Commerce and Labor Committee

## Summary

This bill prohibits altering an individual's appearance or speech through synthetic media with intent to malign, slander, defame, or intentionally mislead the public.

## Business Impact

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

## Key Provisions

- Prohibits altering an individual's appearance or speech through synthetic media with intent to malign, slander, defame, or mislead.
- Targets communications that are publicly distributed with malicious intent.
- Creates a violation under the Tennessee Consumer Protection Act of 1977.
- Applies to individuals and entities involved in synthetic media.
- Aims to protect individuals from defamation and misleading representations.

## Compliance Checklist

- Ensure that synthetic media does not mislead or defame individuals. | Who: All entities using synthetic media. | Penalty: Potential fines and damages under the Consumer Protection Act.

## Industries Affected

Media

Technology

Consumer Protection

Advertising

## Topics

AI Deepfakes

## Bill Sponsors

Name	Party	Role
Raumesh Akbari	D	Sponsor

## Related Bills

- HB 2340 (TN)

## Official Source

<https://wapp.capitol.tn.gov/apps/Billinfo/default.aspx?BillNumber=SB2460&ga;=113>

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