

SB 2460 • 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

Narrow/Targeted

Summary

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

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

- Creates a violation under the Tennessee Consumer Protection Act for altering an individual's appearance, action, or speech using synthetic media.
- Prohibits public distribution of altered communications intended to harm an individual's reputation.
- Applies to any person or entity that knowingly engages in such practices, amending specific Tennessee codes.

Compliance Checklist

- Ensure that any synthetic media used does not mislead or defame individuals. | Who: All individuals and entities using synthetic media. | Penalty: Legal consequences under the Tennessee Consumer Protection Act.

Industries Affected

Technology

Advertising

Media

Topics

AI Deepfakes

Related Bills

- HB 2340 (TN)

Official Source

<https://openstates.org/tn/bills/113/SB2460/>

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