

SB228 • Texas

Relating to prohibiting the use of certain political advertising manipulated by generative artificial intelligence technology; creating a criminal offense.

Introduced

Risk: Medium

Narrow/Targeted

Effective: Sep 01, 2025 | Last Action (Feb 03, 2025): Referred to State Affairs

Summary

Prohibits AI-manipulated political ads that misrepresent candidates, creating a Class B misdemeanor.

Business Impact

If you use AI in political ads in Texas, you must avoid manipulation by 2025 or face misdemeanor charges.

Key Provisions

- Prohibits AI-manipulated political ads that misrepresent candidates.
- Creates a Class B misdemeanor for violations.
- Applies to ads published, distributed, or broadcast after September 1, 2025.

Compliance Checklist

- Ensure political ads do not use AI to create false impressions. | Who: Political advertisers in Texas | Penalty: Class B misdemeanor

Industries Affected

Political Advertising

Media

Topics

Official Source

<https://capitol.texas.gov/tlodocs/89R/billtext/html/SB00228I.htm>

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