

# HB2479 • Virginia

Political campaign advertisements; synthetic media, penalty.

Vetoed

Risk: Medium

Narrow/Targeted

Last Action (Apr 02, 2025): House sustained Governor's veto

## Summary

HB2479 prohibits electioneering communications with synthetic media without a disclosure and imposes penalties for violations.

## Business Impact

If you use synthetic media in political ads, you must include a disclosure or face penalties.

## Key Provisions

- Prohibits electioneering communications with synthetic media without a disclosure statement.
- Requires a conspicuous statement regarding the alteration or generation of media.
- Establishes a civil penalty up to \$25,000 for violations.
- Classifies willful violations as a Class 1 misdemeanor.
- Allows registered voters to seek injunctions against non-compliant communications.

## Compliance Checklist

- Include a disclosure statement in political ads using synthetic media | Who: Political campaign operators and advertisers | Penalty: Up to \$25,000 for non-compliance
- Ensure all electioneering communications comply with the new requirements | Who: Political campaign operators and advertisers | Penalty: Class 1 misdemeanor for willful violations

## Industries Affected

Political Campaigning

Political Campaigns

Advertising

## Topics

## Related Bills

- SB775 (VA)
- HB982 (VA)
- HB868 (VA)
- SB141 (VA)

## Official Source

<https://legiscan.com/VA/bill/HB2479/2025>

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