

# HB2554 • Virginia

## Artificial Intelligence Transparency Act; established.

Introduced

Risk: High

Comprehensive

Last Action (Feb 04, 2025): Left in Communications, Technology and Innovation

## Summary

The Artificial Intelligence Transparency Act mandates clear disclosures on AI-generated content and establishes compliance procedures for developers.

## Business Impact

If you develop generative AI systems in Virginia, you must ensure clear disclosures on AI-generated content or face penalties under consumer protection laws.

## Key Provisions

- Developers must include clear disclosures on AI-generated content.
- Procedures must be implemented to prevent misuse of AI systems without disclosures.
- Third-party licensees are also required to comply with disclosure procedures.
- Violations are considered prohibited practices under the Virginia Consumer Protection Act.
- The Attorney General can offer a right to cure for noncompliance.
- Individuals can seek damages for violations of disclosure requirements.

## Compliance Checklist

- Include clear disclosures on all AI-generated content. | Who: Developers of generative AI systems. | Penalty: Considered a prohibited practice under the Virginia Consumer Protection Act.
- Implement procedures to prevent downstream misuse of AI systems. | Who: Developers and third-party licensees. | Penalty: Considered a prohibited practice under the Virginia Consumer Protection Act.

## Industries Affected

## Topics

AI Deepfakes

AI in Insurance

AI Transparency

Comprehensive AI

AI Likeness

## Bill Sponsors

Name	Party	Role
Rozia Henson	D	Sponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2025-01-22	Subcommittee recommends laying on the table (8-Y 1)	8	1	Passed

## Related Bills

- SB1161 (VA)

## Official Source

<https://lis.virginia.gov/bill-details/20251/HB2554>

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