

SB164 • Virginia

Health insurance; ethics and fairness in carrier business practices, downcoded claims.

Unknown

Risk: Medium

Narrow/Targeted

Last Action (Apr 13, 2026): Approved by Governor-Chapter 881 (effective 7/1/2026)

Summary

The bill prohibits selling or disseminating AI-generated media of actual persons without disclosing AI use. It is currently in the 'Introduced' status.

Business Impact

If you create or sell AI-generated media in Virginia, you must disclose the use of AI or face penalties.

Key Provisions

- Prohibits dissemination or sale of AI-generated media without disclosure.
- Applies to videographic or still images depicting actual persons.
- Applies to audio or audio-visual recordings depicting actual voices.
- Requires creators to disclose the use of AI technology.
- Targets consumer protection in media authenticity.

Compliance Checklist

- Disclose the use of AI technology in media creation. | Who: Businesses creating or selling AI-generated media. | Penalty: Potential fines or enforcement actions.

Industries Affected

Healthcare

Finance

Technology

Topics

AI Deepfakes

AI Transparency

Comprehensive AI

Bill Sponsors

Name	Party	Role
Jeremy S. McPike		Primary
Bill DeSteph		Cosponsor

Official Source

<https://lis.virginia.gov/bill-details/20261/SB164>

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