

# SB571 • Virginia

Synthetic media; expands applicability of provisions related to defamation, etc., penalty.

Introduced

Risk: High

Comprehensive

Last Action (Feb 12, 2024): Continued to 2025 in Courts of Justice (14-Y 0-N)

## Summary

The bill expands defamation laws to include synthetic media, creating a rebuttable presumption of intent for criminal use and allowing for recovery of appropriate relief.

## Business Impact

If you create or use synthetic media in Virginia, you must ensure it is not deceptive or face misdemeanor charges.

## Key Provisions

- Expands defamation laws to include synthetic media.
- Classifies deceptive media use for fraud as a Class 1 misdemeanor.
- Allows civil actions for damages and other appropriate relief by individuals depicted in deceptive media.
- Creates a rebuttable presumption of intent for deceptive media used in fraud.
- Directs the Attorney General to study enforcement of related laws.

## Compliance Checklist

- Ensure that any synthetic media created or used is not deceptive. | Who: Individuals and businesses creating or using synthetic media. | Penalty: Class 1 misdemeanor for violations.
- Monitor developments from the Attorney General's work group. | Who: Businesses involved in media production. | Penalty: Potential legal repercussions if non-compliant with future regulations.

## Industries Affected

## Topics

AI Deepfakes

## Bill Sponsors

Name	Party	Role
Adam Ebbin	D	Sponsor
Jennifer Boysko	D	Sponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2024-02-12	Senate: Continued to 2025 in Courts of Justice (14)	14	0	Passed

## Amendments

- Substitute for SB571 for S-Courts of Justice — 2024-02-12 (Not Adopted)

## Related Bills

- HB697 (VA)

## Official Source

<https://lis.virginia.gov/cgi-bin/legp604.exe?241+sum+SB571>

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