

HB740 • Maryland

Election Law - Campaign Materials - Disclosure of Use of Synthetic Media

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Jan 28, 2025): Hearing 2/11 at 1:00 p.m.

Summary

The bill mandates disclosures for campaign materials that use synthetic media, ensuring transparency in political advertising.

Business Impact

If you publish campaign materials using synthetic media in Maryland, you must include a disclosure or face penalties.

Key Provisions

- Candidates must disclose the use of synthetic media in campaign materials.
- Campaign finance entities are required to comply with the disclosure mandate.
- The bill defines 'synthetic media' as intentionally manipulated images, audio, or video.
- Disclosure must be made in a specified manner.
- The bill is aimed at increasing transparency in political advertising.

Compliance Checklist

- Include a disclosure in campaign materials if synthetic media is used | Who: Candidates and campaign finance entities | Penalty: Potential penalties for non-compliance

Industries Affected

Technology

Political Campaigning

Consumer Protection

Advertising

Topics

Bill Sponsors

Name	Party	Role
Anne Kaiser	D	Sponsor
Michele Guyton	D	Sponsor
Susan McComas	R	Sponsor
Julie Palakovich Carr	D	Sponsor
Joseline Pena-Melnyk	D	Sponsor
Sheila Ruth	D	Sponsor
Matthew Schindler	D	Sponsor
Deni Taveras	D	Sponsor
Jen Terrasa	D	Sponsor
Chris Tomlinson	R	Sponsor
Veronica Turner	D	Sponsor

Official Source

<https://mgaleg.maryland.gov/mgawebwebsite/Legislation/Details/HB0740?ys=2025RS>

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