

**Bill Summary**  
1<sup>st</sup> Session of the 60<sup>th</sup> Legislature

<b>Bill No.:</b>	<b>SB 746</b>
<b>Version:</b>	<b>INT</b>
<b>Request No.</b>	<b>982</b>
<b>Author:</b>	<b>Sen. Seifried</b>
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**Bill Analysis**

SB 746 requires any political ad distributed by a candidate, candidate committee, political action committee, or political party committee that uses images generated by artificial intelligence to include a disclosure outlined in the measure. The measure authorizes individuals whose appearance, action, or speech is depicted through the use of generative artificial intelligence to seek injunctive relief prohibiting the publication of such depiction or to bring an action for general or special damages. Certain media are excluded from the provisions of the measure provided they made a good-faith effort to establish that the depiction of a person is not created in whole or in part with the use of generative artificial intelligence. Certain media may use such depictions, but must clearly state that such media does not accurately represent the speech or conduct of the candidate. Media created in whole or in part for satire is also exempt from the provisions of this measure.

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