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1 A bill to be entitled 2 An act relating to artificial intelligence use in 3 political advertising; creating s. 106.145, F.S.; 4 providing a definition; requiring certain political 5 advertisements, electioneering communications, or 6 other miscellaneous advertisements to include a 7 specified disclaimer; subjecting a person who fails to 8 include the required disclaimer to civil penalties; 9 authorizing any person to file certain complaints; providing for expedited hearings; providing an 10 11 effective date. 12 13 Be It Enacted by the Legislature of the State of Florida: 14 Section 106.145, Florida Statutes, is created 15 Section 1. 16 to read: 17 106.145 Use of artificial intelligence. -18 (1) As used in this section, the term "generative 19 artificial intelligence" means a machine-based system that can, 20 for a given set of human-defined objectives, emulate the 21 structure and characteristics of input data in order to generate 22 derived synthetic content including images, videos, audio, text, 23 and other digital content. 24 (2) A political advertisement, electioneering 25 communication, or other miscellaneous advertisement that

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CODING: Words stricken are deletions; words underlined are additions.

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contains an image, video, audio, text, or other digital content
which was created in whole or in part with the use of generative
artificial intelligence and which appears to depict a real
person performing an action that did not occur in reality must
prominently include the following disclaimer: "Created in whole
or in part with the use of generative artificial intelligence."

- (3) (a) A person who fails to include the disclaimer prescribed in this section in a political advertisement, electioneering communication, or other miscellaneous advertisement that is required to contain such disclaimer is subject to the civil penalties prescribed in s. 106.265.
- (b) Any person may file a complaint with the Florida

  Elections Commission pursuant to s. 106.25 alleging a violation
  of this section. The commission shall adopt rules to provide an
  expedited hearing of complaints filed under this section, or, in
  cases referred to the Division of Administrative Hearings
  pursuant to s. 106.25(5), the director shall assign an
  administrative law judge to provide an expedited hearing.

Section 2. This act shall take effect July 1, 2024.