

HB 919

2024

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

32 (3)(a) A person who fails to include the disclaimer
33 prescribed in this section in a political advertisement,
34 electioneering communication, or other miscellaneous
35 advertisement that is required to contain such disclaimer is
36 subject to the civil penalties prescribed in s. 106.265.

37 (b) Any person may file a complaint with the Florida
38 Elections Commission pursuant to s. 106.25 alleging a violation
39 of this section. The commission shall adopt rules to provide an
40 expedited hearing of complaints filed under this section, or, in
41 cases referred to the Division of Administrative Hearings
42 pursuant to s. 106.25(5), the director shall assign an
43 administrative law judge to provide an expedited hearing.

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