HB 919

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 Page 1 of 2

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2024

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.

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