

1 Adopt 2 Cal. Code Regs., Section 18450.12 to read:

2 **§ 18450.12. Artificial Intelligence Disclosure.**

3 (a) A “qualified political advertisement” as defined in Section 84514(d)(3) does not  
4 include advertisements generated with the assistance of artificial intelligence that is explicitly  
5 programmed with rules or tools solely designed to assist with grammar, spelling, or word  
6 suggestions without generating human likeness or voice.

7 (b) For purposes of Section 84514(d)(2)(A)(ii), media materially altered by artificial  
8 intelligence will cause a reasonable person to have a fundamentally different understanding of  
9 the altered media when it depicts an individual saying or doing something the individual did not  
10 say or do, or contains a realistic depiction of something that did not occur.

11 Note: Authority cited: Sections 83112, Government Code. Reference: Section 84514,

12 Government Code.