

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

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

3 (a) For purposes of Section 84514(d)(2)(A), visual or audio media would falsely appear
4 to a reasonable person to be authentic, or would cause a reasonable person to have a
5 fundamentally different understanding of the altered media if it:

6 (1) Depicts an identifiable person saying or doing something the person did not say or do,

7 (2) Contains a realistic depiction of something that did not exist, occur, or appear as
8 depicted, or

9 (3) Presents the appearance or voice of an identifiable person in a way that is materially
10 distinct from the unaltered media.

11 (b) Visual and audio media entirely created or substantially altered using artificial
12 intelligence that is also altered without the use of artificial intelligence is still subject to the
13 disclosure requirement in Section 84514(a)(1).

14 (c) For purposes of this section, disclosure is not required solely for visual media that is
15 obviously an animation or a cartoon.

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