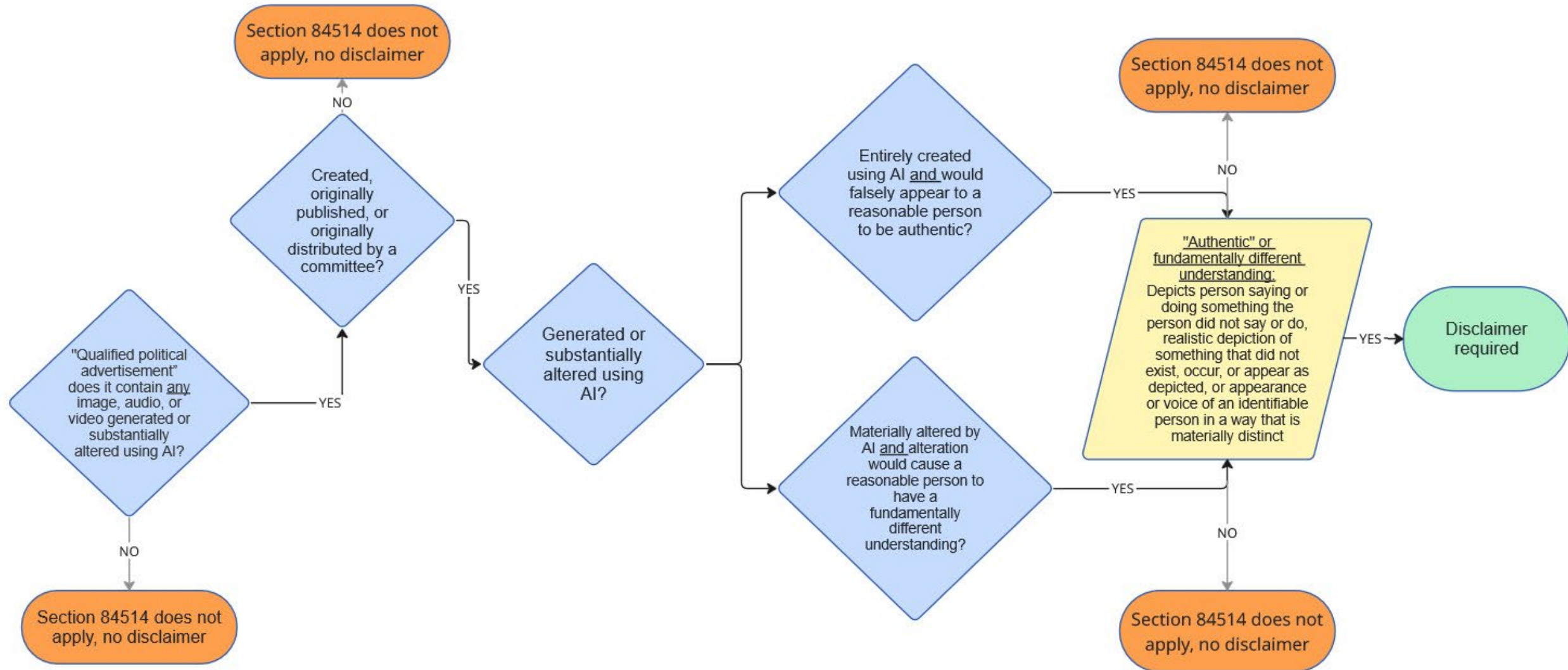


"Qualified Political Advertisement" Disclosure

Section 84514 and proposed Regulation 18450.12





**STATE OF CALIFORNIA
FAIR POLITICAL PRACTICES COMMISSION**

Regulation 18450.12. Artificial Intelligence Disclosure.

-Examples-

Presented by:

Zachary Norton, Senior Commission Counsel, Legal Division

Straightforward Example: Campaign Mailer



AI used to make a minor change to the candidate's smile

DISCLOSURE NOT REQUIRED

Reg. 18450.12(a)(2)

Does not contain a realistic depiction of something that did not exist, occur, or appear as depicted.

However, a more dramatic alteration—such as apparent rage, terror, confusion, or severe distress—could change the analysis.

Straightforward Example: “No Gas Stoves”

Authentic event altered with AI to depict something that did not occur as shown



Unaltered image



AI-altered advertisement

AI changes supporters' signs so the event appears materially different from what actually occurred.

DISCLOSURE REQUIRED

Reg. 18450.12(a)(2)

Contains a realistic depiction of something that did not exist, occur, or appear as depicted.

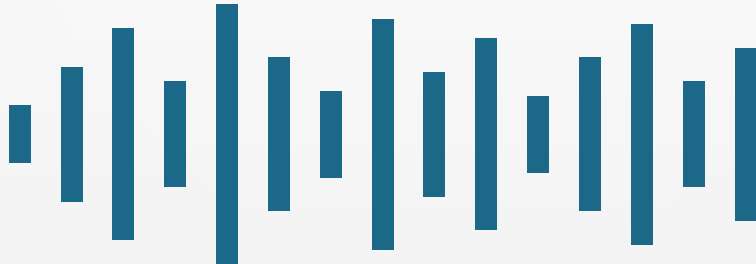
Example: AI-Generated Candidate Statement

AI creates realistic audio in an identifiable candidate’s voice



Hypothetical Candidate Smith

AI-generated audio:



“I voted to raise taxes five times.”

Candidate Smith never made the statement.

DISCLOSURE REQUIRED

Reg. 18450.12(a)(1)

Depicts an identifiable person saying something the person did not say.

Edge Case: AI-Generated Stock Imagery

Illustrative AI imagery does not necessarily purport to document a particular real-world event



California State Capitol

Candidate for Assembly



Generic classroom

School bond advertisement

Contrast: an AI-generated image of the Capitol on fire, presented as though it were an actual condition or event, would implicate (a)(2).

EDGE CASE

No disclosure based on these images alone

Illustrative stock imagery is not presented as an authentic record of a particular classroom, students, or event.

The reasonable person authenticity inquiry remains contextual.