



STATE OF CALIFORNIA
FAIR POLITICAL PRACTICES COMMISSION

Regulation 18450.12. Artificial Intelligence Disclosure.

-Examples-

Presented by:

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- **AI used to add text and background to a genuine image:**



- **No Disclosure Required**

Would not
“cause a
reasonable
person to have
a
fundamentally
different
understanding
of the altered
media”



Genuine
image

- **AI-altered advertisement:**

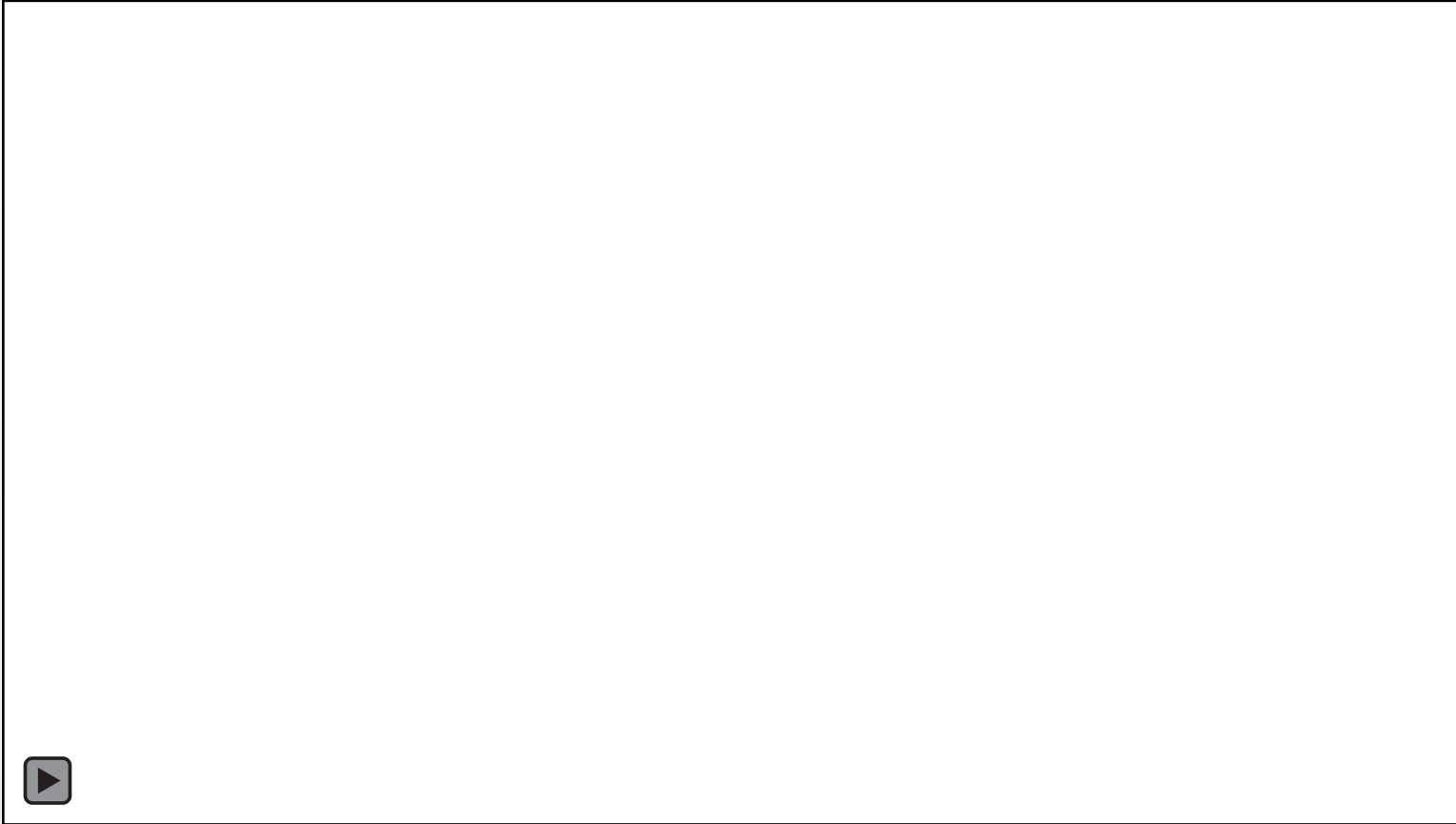


- **Disclosure required**

That is
“materially
altered by
artificial
intelligence”

-and-

“contains a
realistic
depiction of
something that
did not occur”



That is
“materially
altered by
artificial
intelligence”

-But does not contain-

“a realistic
depiction of
something that
did not occur”