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

§ 18450.12. Artificial Intelligence Disclosure.

(a) For purposes of Section 84514(d)(2)(A) "generated or substantially altered" does not include advertisements generated with the assistance of artificial intelligence that is explicitly programmed with rules or tools solely designed to assist with grammar, spelling, or word suggestions without generating human likeness or voice.

(b) For purposes of Section 84514(d)(2)(A)(i), media entirely created using artificial intelligence would falsely appear to a reasonable person to be "authentic" when artificial intelligence is used to create any visual or audio media that appears to be a genuine and realistic depiction of any person, place, or thing. For purposes of this subdivision, "authentic" does not include animated or cartoon visual media.

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

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