

---

---

# A BILL FOR AN ACT

RELATING TO ARTIFICIAL INTELLIGENCE.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The legislature finds that the integration of  
2 artificial intelligence technologies has become increasingly  
3 prevalent in political campaigns, influencing the dissemination  
4 of information, voter engagement, and electoral outcomes. Due to  
5 the potential impact of artificial intelligence on the  
6 democratic process, it is imperative to establish mechanisms  
7 that promote openness, fairness, and ethical conduct in  
8 political campaigns.

9           The legislature also finds that the responsible use of  
10 artificial intelligence demands disclosure to enable voters to  
11 make informed decisions about the candidates they support. While  
12 acknowledging the potential benefits associated with the use of  
13 artificial intelligence, it is essential to establish a  
14 framework that upholds impartiality and safeguards the  
15 democratic principles vital to the electoral process.

16           The purpose of this Act is to require the disclosure of the  
17 use of artificial intelligence in political campaigns.



1 SECTION 2. Chapter 11, Hawaii Revised Statutes, is amended  
2 by adding a new section to part XIII, subpart H to be  
3 appropriately designated and to read as follows:

4 "§11- Advertisements; generative artificial  
5 intelligence; disclosures. (a) Any advertisement that contains  
6 an image, video footage, or audio recording that is created in  
7 whole or in part with the use of generative artificial  
8 intelligence shall include a clear and conspicuous statement  
9 that discloses that use of generative artificial intelligence in  
10 creating the image, video footage, or audio recording.

11 (b) A statement required pursuant to this section shall be  
12 considered to be clear and conspicuous if the statement meets  
13 the following requirements, as applicable:

14 (1) If the advertisement consists of still images, text,  
15 or both, without any video footage or audio recording,  
16 the statement shall:

17 (A) Appear in a font that is not smaller than the  
18 majority of the text in the advertisement;

19 (B) Be contained in a printed box set apart from the  
20 other contents of the communication; and



1            (C) Be printed with a reasonable degree of color  
2                            contrast between the background and the printed  
3                            statement;

4            (2) If the advertisement includes any audio recording, the  
5                            statement shall be made in a clearly audible and  
6                            intelligible manner at the beginning or end of the  
7                            advertisement, for no less than three seconds; or

8            (3) If the advertisement contains video footage, the  
9                            statement shall:

10           (A) Be included at either the beginning or the end of  
11                            the advertisement;

12           (B) Appear in a written format that is clearly  
13                            comprehensible and otherwise meets the  
14                            requirements of paragraph (1) and appears for at  
15                            least four seconds; and

16           (C) Also be made in a audible manner, pursuant to  
17                            paragraph (2); provided that this subparagraph  
18                            shall not apply if the advertisement does not  
19                            contain any other audio recording.



1        (c) Any candidate, candidate committee, or noncandidate  
2 committee that violates this section shall be subject to a fine  
3 under section 11-410.

4        (d) The commission shall adopt rules pursuant to  
5 chapter 91 necessary for the purposes of this section.

6        (e) For the purposes of this section, "generative  
7 artificial intelligence" means the use of computers, machines,  
8 or similar technology to create an artificial image, video  
9 footage, or audio recording of an actual person, place, or thing  
10 that a reasonable third party would likely perceive to be an  
11 actual image, video footage, or an audio recording of that  
12 person, place, or thing."

13        SECTION 3. This Act does not affect rights and duties that  
14 matured, penalties that were incurred, and proceedings that were  
15 begun before its effective date.

16        SECTION 4. New statutory material is underscored.

17        SECTION 5. This Act shall take effect on July 1, 2024.

18

INTRODUCED BY:

*Ken Work*  
*[Signature]*  
*Jim M... [Signature]*  
*[Signature]*  
*[Signature]*



# H.B. NO. 1734

**Report Title:**

Campaigns; Advertisements; Artificial Intelligence; Disclosures

**Description:**

Requires any campaign advertisement that contains any image, video footage, or audio recording that is created with the use of generative artificial intelligence to include a disclosure statement regarding the use of that technology. Subjects violators to administrative fines.

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

