



# GOV. MSG. NO. 1292

EXECUTIVE CHAMBERS  
KE KE'ENA O KE KIA'ĀINA

JOSH GREEN, M.D.  
GOVERNOR  
KE KIA'ĀINA

July 3, 2024

The Honorable Ronald D. Kouchi  
President of the Senate,  
and Members of the Senate  
Thirty-Second State Legislature  
State Capitol, Room 409  
Honolulu, Hawai'i 96813

The Honorable Scott K. Saiki  
Speaker, and Members of the  
House of Representatives  
Thirty-Second State Legislature  
State Capitol, Room 431  
Honolulu, Hawai'i 96813

Dear President Kouchi, Speaker Saiki, and Members of the Legislature:

This is to inform you that on July 3, 2024, the following bill was signed into law:

SB2687 SD1 HD2 CD1

RELATING TO ELECTIONS.  
**ACT 191**

Sincerely,

Josh Green, M.D.  
Governor, State of Hawai'i

---

---

# A BILL FOR AN ACT

RELATING TO ELECTIONS.

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

1           SECTION 1. The legislature finds that although artificial  
2 intelligence (AI) technology can greatly benefit certain aspects  
3 of society, it can also have dangerous consequences if applied  
4 maliciously. For example, the use of deepfakes or generative AI  
5 in elections can be a powerful tool used to spread  
6 disinformation and misinformation, which can increase political  
7 tensions and result in electoral-related conflict and violence.  
8 Several states, including Michigan, Minnesota, and Washington,  
9 have enacted legislation governing the use of AI in elections.  
10 The legislature believes that regulating the use of deepfake and  
11 generative AI technologies to influence elections is necessary  
12 to protect the democratic process in the State.

13           Accordingly, the purpose of this Act is to:

- 14           (1) Prohibit a person from recklessly distributing, or  
15           entering into an agreement with another person to  
16           distribute, materially deceptive media with  
17           exceptions;



1 (2) Establish criminal penalties for distributing  
2 materially deceptive media; and

3 (3) Establish remedies for parties injured by the  
4 distribution of materially deceptive media.

5 SECTION 2. Chapter 11, Hawaii Revised Statutes, is amended  
6 by adding two new sections to part XIII to be appropriately  
7 designated and to read as follows:

8 **"§11-A Distribution of materially deceptive media;**

9 **prohibited; penalties.** (a) Except as provided in subsections  
10 (b) and (c), no person shall recklessly distribute, or enter  
11 into an agreement with another person to distribute, between the  
12 first working day of February in every even-numbered year  
13 through the next general election, materially deceptive media in  
14 reckless disregard of the risk of harming the reputation or  
15 electoral prospects of a candidate in an election or changing  
16 the voting behavior of voters in an election.

17 (b) Subsection (a) shall not apply to:

18 (1) A broadcaster, cable operator, or direct-to-home  
19 satellite provider unless it was involved in the  
20 creation of the materially deceptive media; or



1        (2) An interactive computer service, cloud service  
2        provider, or streaming service for content provided by  
3        another person or a developer or provider of any  
4        technology used in the creation of materially  
5        deceptive media, unless the interactive computer  
6        service, cloud service provider, or streaming service  
7        has knowledge that the content is deceptive and  
8        intends to deceive a resident of the State.

9        (c) Subsection (a) shall not apply if the media includes a  
10       disclaimer informing the viewer that the media has been  
11       manipulated by technical means and depicts appearance, speech,  
12       or conduct that did not occur; provided that:

13       (1) If the media is a video, the disclaimer shall:  
14       (A) Appear throughout the entirety of the video;  
15       (B) Be clearly visible to and readable by an  
16       observer;  
17       (C) Be in letters at least as large as the largest  
18       size of any text communication; and  
19       (D) Be in the same language as the language used in  
20       the video media;

21       (2) If the media is an image, the disclaimer shall:



- 1           (A) Be clearly visible to and readable by the  
2           observer;
- 3           (B) Be in letters at least as large as the largest  
4           text in the image if the media contains other  
5           text; and
- 6           (C) Be in the same language as the language used in  
7           the image media;
- 8        (3) If the media consists of only audio and contains no  
9        video or image, the disclaimer shall be read:
- 10       (A) At the beginning and end of the media in a  
11       clearly spoken manner;
- 12       (B) In a pitch that can be easily heard by the  
13       listener; and
- 14       (C) In the same language as the audio media; and
- 15       (4) If the media was generated by editing or creating new  
16       media from an existing video, image, or audio, the  
17       media shall include a citation directing the viewer or  
18       listener to the original sources from which the  
19       unedited version of the existing videos, images, or  
20       audios were obtained or generated.



1        (d) Unless otherwise specified in this section, a person  
2 who violates this section shall be guilty of a petty  
3 misdemeanor.

4        (e) A person who violates this section within five years  
5 of a previous conviction for a violation of this section shall  
6 be guilty of a misdemeanor.

7        (f) A person who violates this section with the intent to  
8 cause violence or bodily harm shall be guilty of a class C  
9 felony.

10       (g) The commission may assess a fine for a violation of  
11 this section or refer a violation of this section for criminal  
12 prosecution under subpart I.

13       (h) For the purposes of this section:

14       "Artificial intelligence" means a machine-based system that  
15 can, for a given set of human-defined objectives, make  
16 predictions, recommendations, or decisions influencing real or  
17 virtual environments, and that uses machine and human-based  
18 inputs to:

19       (1) Perceive real and virtual environments;



1        (2) Abstract perceptions of real and virtual environments  
2        into models through analysis in an automated manner;  
3        and

4        (3) Use model inference to formulate opinions for  
5        information or action.

6        "Cloud service provider" means a third-party company that  
7        provides scalable computing resources that businesses can access  
8        on demand over a network, including cloud-based computing,  
9        storage, platform, and application services.

10       "Direct-to-home satellite provider" has the same meaning as  
11       defined in title 47 United States Code section 303(v).

12       "Distribute" means to convey information by any means.

13       "Interactive computer service" has the same meaning as  
14       defined in title 47 United States Code section 230(f)(2).

15       "Materially deceptive media" means any information,  
16       including any video, image, or audio, that:

17       (1) Is an advertisement;

18       (2) Depicts an individual engaging in speech or conduct in  
19       which the depicted individual did not in fact engage;



1       (3) Would cause a reasonable viewer or listener to believe  
2       that the depicted individual engaged in the speech or  
3       conduct depicted; and

4       (4) Was created by:

5       (A) Generative adversarial network techniques or  
6       another technique that translates a source image  
7       into another image using machine learning, deep  
8       learning techniques, and convolutional neural  
9       networks;

10      (B) Artificial intelligence; or

11      (C) Digital technology.

12      **§11-B Distribution of materially deceptive media; civil**  
13 **remedies.** (a) A depicted individual, including a candidate for  
14 election, whose appearance, speech, or conduct is altered or  
15 affected through the use of materially deceptive media, or any  
16 organization that represents the interest of voters likely to be  
17 deceived by the distribution of materially deceptive media, may  
18 bring an action for general or special damages against a person  
19 who violates section 11-A.

20      The court, in its action and in addition to any judgment  
21 awarded to the plaintiff or plaintiffs, may award a prevailing





1 party reasonable attorney's fees and costs; provided that this  
2 subsection shall not limit or preclude a plaintiff from pursuing  
3 any other available remedy.

4 (b) A cause of action for injunctive or other equitable  
5 relief may be maintained against any person who is reasonably  
6 believed to violate or who is in the course of violating section  
7 11-A by:

8 (1) The attorney general;

9 (2) The campaign spending commission;

10 (3) A county attorney or county prosecutor;

11 (4) The depicted individual;

12 (5) A candidate for nomination or election to a public  
13 office who is injured or is likely to be injured by  
14 dissemination of materially deceptive media; or

15 (6) Any organization that represents the interest of  
16 voters likely to be deceived by the distribution of  
17 materially deceptive media.

18 A court may issue a temporary or permanent injunction or  
19 restraining order to prevent further harm to the plaintiff. If  
20 a plaintiff, other than the attorney general, campaign spending  
21 commission if represented by a state attorney, county attorney,



1 or county prosecutor, is awarded permanent injunctive relief  
2 under this subsection, the court may award reasonable attorney's  
3 fees and costs to the plaintiff.

4 The court may issue a civil fine for the violation of a  
5 court order issued under this subsection in an amount of not  
6 more than \$1,000 per day.

7 (c) For the purposes of this section:

8 "Distribute" has the same meaning as defined in section  
9 11-A.

10 "Materially deceptive media" has the same meaning as  
11 defined in section 11-A."

12 SECTION 3. In codifying the new sections added by section  
13 2 of this Act, the revisor of statutes shall substitute  
14 appropriate section numbers for the letters used in designating  
15 the new sections in this Act.

16 SECTION 4. New statutory material is underscored.

17 SECTION 5. This Act shall take effect upon its approval.



S.B. NO. 2687  
S.D. 1  
H.D. 2  
C.D. 1

APPROVED this **3rd** day of **July**, 2024

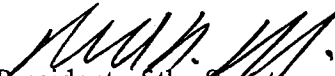



GOVERNOR OF THE STATE OF HAWAII

**THE SENATE OF THE STATE OF HAWAI‘I**

Date: May 1, 2024  
Honolulu, Hawai‘i 96813

We hereby certify that the foregoing Bill this day passed Final Reading in the Senate of the Thirty-Second Legislature of the State of Hawai‘i, Regular Session of 2024.

  
President of the Senate

  
Clerk of the Senate

SB No. 2687, SD 1, HD 2, CD 1

THE HOUSE OF REPRESENTATIVES OF THE STATE OF HAWAII

Date: May 1, 2024  
Honolulu, Hawaii

We hereby certify that the above-referenced Bill on this day passed Final Reading in the House of Representatives of the Thirty-Second Legislature of the State of Hawaii, Regular Session of 2024.



Scott K. Saiki  
Speaker  
House of Representatives



Brian L. Takeshita  
Chief Clerk  
House of Representatives