

## STATEMENT OF PURPOSE

RS32154 / H0127

Artificial Intelligence has advanced to the point where it becomes difficult to distinguish real voices from AI generated voices and the source of information and advice. This legislation requires that when AI is used in communications in trade or commerce, the communications must be clearly and conspicuously disclosed as being AI generated and if a consumer reasonably believes the communications are from a human when they are not, then the communications are unfair and deceptive. A consumer damaged by this conduct may recover actual damages or \$1000, whichever is greater. Actual damages include the value of the consumers time in resolving an issue caused by the misleading conduct. The Attorney General is authorized to seek injunctive relief and a minimum civil penalty .

## FISCAL NOTE

This legislation causes no increase or decrease in revenue, or additional expenditure of funds at the state or local level of government; therefore, this legislation has no fiscal impact.

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**DISCLAIMER:** This statement of purpose and fiscal note are a mere attachment to this bill and prepared by a proponent of the bill. It is neither intended as an expression of legislative intent nor intended for any use outside of the legislative process, including judicial review (Joint Rule 18).