

2026 Regular Session

HOUSE BILL NO. 230

BY REPRESENTATIVE BAYHAM

CONSUMERS/PROTECTION: Provides for disclosure of artificial intelligence-generated content

1 AN ACT

2 To enact R.S. 51:1430, relative to artificial intelligence-generated content; to provide
3 relative to disclosure; to provide for penalties; and to provide for related matters.

4 Be it enacted by the Legislature of Louisiana:

5 Section 1. R.S. 51:1430 is hereby enacted to read as follows:

6 §1430. Disclosure of artificial intelligence-generated content

7 A. For purposes of this Section:

8 (1) "Artificial intelligence" has the same meaning as provided in R.S.
9 14:73.14.

10 (2) "Artificial intelligence system" means a machine-based system that is
11 designed to operate with varying levels of autonomy that infers, from the input it
12 receives, how to generate outputs such as predictions, content, recommendations, or
13 decisions that can influence physical or virtual environments.

14 B. Any artificial intelligence system that produces images, videos, audio, or
15 multimedia artificial intelligence-generated content shall include on such artificial
16 intelligence-generated content a clear and conspicuous disclosure that identifies the
17 content as generated by artificial intelligence.

18 C. A violation of this Section is a deceptive and unfair trade practice and
19 subjects the violator to a civil fine of up to ten thousand dollars per violation

1 enforceable by the attorney general by filing a civil enforcement action in a court of
2 competent jurisdiction.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 230 Original

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Bayham

Abstract: Provides for the disclosure of artificial intelligence-generated content.

Proposed law (R.S. 51:1430) defines "artificial intelligence" and "artificial intelligence system".

Proposed law requires any artificial intelligence system that produces images, videos, audio, or multimedia artificial intelligence-generated content to include a clear and conspicuous disclosure that identifies the content as generated by artificial intelligence.

Proposed law provides that a violation of proposed law is a deceptive and unfair trade practice.

Proposed law provides that a violator of proposed law is subject to a civil fine of up to \$10,000 per violation enforceable by the attorney general by filing a civil enforcement action in a court of competent jurisdiction.

(Adds R.S. 51:1430)