

2026 Regular Session

HOUSE BILL NO. 639

BY REPRESENTATIVE BAYHAM

ELECTIONS/CAMPAIGNS: Requires disclosure of the use of artificial intelligence in telephone campaign communications

1 AN ACT

2 To amend and reenact R.S. 18:1463.1(D) and (E) and R.S. 42:1132(D) and to enact R.S.
3 18:1463.1(F) and (G), relative to required disclosures in telephone campaign
4 communications; to provide for disclosures related to the use of artificial
5 intelligence; to provide for the administration and enforcement of the regulation of
6 telephone campaign communications by the Board of Ethics; and to provide for
7 related matters.

8 Be it enacted by the Legislature of Louisiana:

9 Section 1. R.S. 18:1463.1(D) and (E) are hereby amended and reenacted and R.S.
10 18:1463.1(F) and (G) are hereby enacted to read as follows:

11 §1463.1. Telephone campaign communications; disclosure

12 * * *

13 D. No person shall make or cause to be made any telephone call or
14 automated call provided for in this Section which is created using artificial
15 intelligence without providing a clear and understandable disclosure at the beginning
16 of the call that it was created using artificial intelligence.

 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 639 Reengrossed

2026 Regular Session

Bayham

Abstract: Requires a disclosure at the beginning of a telephone campaign communication when the communication is created using artificial intelligence, subject to civil penalties.

Present law (R.S. 18:1463.1) requires any telephone call or automated call expressly advocating support or opposition of a candidate, elected public official, or ballot proposition to identify the source of the call. Such requirement does not apply to any telephone call in which the individual making the call is not being paid and the individuals participating in the call knew each other prior to the call or a call that is presumed to be a scientific poll.

Proposed law retains present law and further provides that no person shall make or cause to be made any telephone call or automated call provided for in present law which is created using artificial intelligence without providing a clear and understandable disclosure at the beginning of the call that it was created using artificial intelligence.

Present law provides that whoever violates present law may be punished by a civil fine not to exceed \$2,500. Upon a second or subsequent violation, the penalty shall be a civil fine not to exceed \$5,000.

Proposed law retains present law and applies the same to penalties to violations of proposed law.

Present law (R.S. 14:73.14) defines "artificial intelligence" as an artificial system developed in computer software, physical hardware, or other context that solves tasks requiring human-like perception, cognition, planning, learning, communication, or physical action.

Proposed law retains present law and applies the same definition to proposed law.

Proposed law requires the Board of Ethics to administer and enforce the provisions of present law and proposed law.

(Amends R.S. 18:1463.1(D) and (E) and R.S. 42:1132(D); Adds R.S. 18:1463.1(F) and (G))

Summary of Amendments Adopted by House

The Committee Amendments Proposed by House Committee on House and Governmental Affairs to the original bill:

1. Remove proposed law provisions regarding the disclosure of the use of artificial intelligence in political materials.
2. Require the Board of Ethics to administer and enforce present law and proposed law provisions regarding required disclosures in telephone campaign communications.