

HOUSE SUMMARY OF SENATE AMENDMENTS

HB 639

2026 Regular Session

Bayham

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

Synopsis of Senate Amendments

1. Limits the proposed law disclosure during phone calls to apply only if using the voice of a public figure, including an elected official or limited public figure.
2. Provides a limitation of liability for certain telecommunications and internet providers.
3. Provides for the definition of "elected public official", "public figure", and "limited public figure".

Digest of Bill as Finally Passed by Senate

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 using the voice of a public figure, including an elected official or limited public figure, 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.

Proposed law provides a limitation of liability for any of the following entities as a result of content provided by another person:

- (1) An interactive computer service.
- (2) An internet service provider, cloud provider, cybersecurity provider, or any provider of an information service or a telecommunications service.
- (3) A radio or television broadcaster, including a cable or satellite television operator, programmer, or producer.

Present law defines "elected public official" as an individual who holds public office.

Proposed law amends the definition to provide that the "elected public official" is an individual who holds public office in this state or any other state in the U.S. or holds any federal office.

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 defines "limited public figure" as a person who is not a household name but has found themselves in the forefront of a public controversy.

Proposed law defines "public figure" as a person who is intimately involved in the resolution of important public questions, or by reason of his fame shapes events in areas of concern to society, a famous person, or person of prominence who performs services at discrete events, such as speeches, public appearances, or similar events, for compensation on a per-event basis.

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), (G), and (H))