California's New Anti-Deep Fake Bill

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Recently, the California **Governor** signed three new bills aimed at countering the use of **Deepfake** in political campaigns.

- **About the Legislation:**
    - The legislation aims to **protect election integrity** by preventing the deceptive use of **Deepfake** and **Artificial Intelligence (AI)** in political advertisements, **ensuring voters are not misled** and safeguarding **trust in democratic processes**.

Bill	Provisions
AB 2655	- **Defending Democracy from Deep Fake Deception Act, 2024** - Requires large online platforms to remove or label election-related deepfakes.
AB 2839	- **Elections: Deceptive Media in Advertisements** - Extends the prohibition period on distributing AI-generated or manipulated election ads containing deceptive content.
AB 2355	- **Political Reform Act, 1974: Political Advertisements: AI** - Mandates electoral advertisements with AI-generated, to clearly disclose the use of AI in their creation.

- **Deep Fakes** are **AI-generated synthetic media** designed to deceive by manipulating visual and audio content. They are created using **Generative Adversarial Networks (GANs)**.
- **California** is a US state that extends along the **Pacific Ocean**.
    - California's natural resources include the **Gulf of California**, a key hub for fishing and tourism; the **Mojave Desert,** known for extreme heat; **Death Valley,** one of Earth's hottest places; and the **Salton Sea**.

Read More: Deepfake, **Unveiling California's Past Extinction to Illuminate Modern Challenges**

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