



April 2, 2024

The Honorable Gail Pellerin
Chair
Assembly Committee on Elections
Room 365, Legislative Office Building
1020 N Street
Sacramento, CA 95814

Dear Chair Pellerin and members of the committee,

On behalf of Chamber of Progress, a tech industry association supporting public policies to build a more inclusive country in which all people benefit from technological leaps, **we urge you to amend AB 2355.**

AB 2355 should hold advertisers responsible for disclosing gen-AI content in political ads

Requiring disclosure of AI generated content in political ads recognizes the First Amendment rights of candidates and helps voters cast informed ballots. However, as drafted AB 2355 includes obligations on online platforms regarding generative AI content. This obligation should instead reside with the advertiser. Advertisers have control over the content they produce, including digitally altered images, audio, and videos.

AB 2355 applies the disclosure requirement only to online media

Singling out online media for disclosure requirements regarding AI generated political advertisements while leaving out offline media creates differential treatment. This puts consumers of offline media at an informational disadvantage. Additionally, this may stifle innovation by discouraging the use of AI technologies and digital advertising. Ensuring equitable measures across both online and

offline media platforms is essential to foster a level playing field and promote innovation.

AB 2355 needs additional clarity

The term “artificial intelligence” as currently defined in this bill is vague. Having an unclear definition of AI may cause confusion in the application of the requirements imposed by this bill. It is important to clarify this definition to eliminate ambiguity regarding what qualifies as AI and when the requirements are applied.

While we applaud the author for introducing legislation on this important issue, this bill needs to clarify what is considered AI, that the requirements apply to both offline and online media, and hold advertisers solely responsible for their generative AI political ads. For this reason, we urge you to **amend AB 2355**.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Singleton". The signature is stylized and cursive.

Robert Singleton
Director of Policy and Public Affairs, California and US West