



August 6, 2024

The Honorable Anna Caballero  
Chair  
Committee on Appropriations  
California State Senate  
Suite 7620, 1021 O Street  
Sacramento, CA 95814-4900

**RE: Support AB 2355 (Carrillo) - Artificial Intelligence in Political Advertisements**

Dear Chair Caballero and members of the Committee:

On behalf of the Chamber of Progress, a tech industry association supporting public policies to build a more inclusive country in which all people benefit from technological leaps, I write to urge you to **support AB 2355 (Carrillo)**, which strikes a reasonable balance in providing for the disclosure of the use of synthetic media generated by artificial intelligence in political advertisements.

Additionally, we'd like to commend the author and staff for their work addressing this important issue, and for being so willing to work with outside stakeholders.

Combating the purposeful use of electoral misinformation and deceptive campaigning practices is a goal we share. However, there is nothing inherently wrong with the use of generative, synthetic content in the context of political advertising – so long as the use of such content is adequately disclosed.

AB 2355 strikes this balance by focusing on the intention of the committee or individual making use of such content for political purposes while not attributing liability to the platforms used to create synthetic media. Furthermore, AB 2355 does not distinguish between the type of media being created or the delivery method used to distribute that media. Instead, the bill offers a grounded, common-sense approach to the disclosure of the use of synthetic media based upon similar disclosure practices that most voters are already familiar with.

**AB 2355 is the least intrusive and most effective method for addressing the use of synthetic media in political advertisements.**

The California legislature is presently considering two other bills intended to address the improper use of synthetic media and deceptive campaigning practices in political advertisements: AB 2655 (Berman) and AB 2839 (Pellerin). Despite noble intentions, AB 2655 would impose overly intrusive burdens on online platforms, including the explicit blocking of content containing synthetic media within 60 days of an election.

This would essentially require that platforms discern the intent and authenticity of all political advertisements they carry within the stated time period, or risk being out of compliance. In order to avoid this liability, platforms may choose not to carry any political advertisements or similarly related content, which is in effect a “chilling” of what may be appropriate and protected speech under the First Amendment.

AB 2839 is more vague in terms of platform compliance and liability but clearly assumes malice inherent to generated, synthetic media by prohibiting its use entirely within 120 days before and 60 days after an election.

AB 2355 neither assumes malice in the use of synthetic media nor does it impose unwarranted, chilling obligations on platforms. As such, we encourage you to **support AB 2355**, as it represents the most common sense approach to addressing the use of synthetic media in political advertising.

Thank you,

A handwritten signature in black ink, appearing to read 'Robert Singleton', written in a cursive style.

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