

ALASKA STATE SENATE

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Senator Mike Cronk

Sectional Analysis for SB 33

“An Act relating to defamation claims based on the use of synthetic media; relating to the use of synthetic media in electioneering communications; and providing for an effective date.”

Section 1:

Amends AS 09.65 by adding a new section, AS 09.65.360, which establishes that defamation based on the use of a deepfake is a claim for defamation *per se.*, meaning it is presumed to be damaging to a person’s reputation without any additional proof of harm.

Section 2:

Amends AS 15.80 to include a new section, AS 15.80.009 (Synthetic media in electioneering communications) to prohibit a person from knowingly using synthetic media in campaign material. It provides that an individual who is harmed by such behavior may bring an action recover damages, attorney fees, costs, or an injunction against the person who created, disseminated, or removed a disclosure. It does allow the use of altered material if it is properly disclosed as material that has been manipulated.

Section 3:

Provides for an immediate effective date under AS 01.10.070(c)

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