

ALASKA STATE LEGISLATURE

House State Affairs Committee



Sponsor Statement

HB 306 – AI, DEEPFAKES, CYBERSECURITY, DATA XFERS

“An Act relating to artificial intelligence; requiring disclosure of deepfakes in campaign communications; relating to cybersecurity; and relating to data privacy.”

HB 306 establishes policy for Artificial Intelligence (AI) use by state agencies to ensure transparent and fair practices to protect Alaskans as well as requires disclosure on political deepfakes to inform Alaskans when campaign information is altered with the intention to mislead.

With the increasing availability of AI to streamline work processes, transparency, and guidelines for the use of AI by state agencies is paramount to ensure appropriate deployment and to protect Alaskans from potential harm. By requiring human oversight/responsibility for AI, a publicly posted inventory of AI in use by state agencies, and regular impact assessments – that include a review and public report of benefits, liabilities, risks, accountability mechanisms in place, decision appeal processes, and effects on the liberty, finances, livelihood and privacy interest of individuals among other items – HB 306 will ensure AI is working for the people of Alaska appropriately.

HB 306 ensures the public will know when AI is employed by state agencies regarding the collection and processing of personal data and the generation of decisions. The bill provides important and necessary safeguards but also methods of recourse if the use of AI causes harm to an individual. Decisions pertaining to hiring practices, eligibility for services, license qualification, and more, are no small matters; they impact lives.

AI use will also be regulated in relation to “synthetic media” or “political deepfakes” disseminated to the public, including for election and campaign use. The generation of audio, still-imagery, or video that is designed to create a fabricated or intentionally manipulated account of an individual's appearance, speech, or conduct is a fairly new phenomenon. When these digital alterations of a person, however, are employed to spread false information with malevolent intentions to deceive the public, it is time for lawmakers to take up the matter. With easily accessible AI available to develop deepfakes, the likelihood of their creation during the 2024 election cycle is inevitable.

HB 306 requires a clear disclosure on a political deepfake that the communication has been manipulated by AI. AI is the new digital frontier, and as the rapidly emerging technology can offer efficiencies and solutions for the workplace and ease of use even for non-tech savvy individuals, we will see it play an increasing role in work activities and in political communications.

The goal of HB 306 is to set appropriate parameters for state agency use of AI and to protect Alaskans.