

House Bill 478

By: Representative Kendrick of the 95<sup>th</sup>

A BILL TO BE ENTITLED  
AN ACT

1 To amend Part 2 of Article 15 of Chapter 1 of Title 10 of the Official Code of Georgia  
2 Annotated, relating to the Fair Business Practices Act, so as to require that AI generated  
3 content used in commerce and trade include a disclaimer indicating such content was  
4 generated using artificial intelligence; to provide for the form of such disclaimers; to provide  
5 for a definition; to provide for related matters; to repeal conflicting laws; and for other  
6 purposes.

7 BE IT ENACTED BY THE GENERAL ASSEMBLY OF GEORGIA:

8 **SECTION 1.**

9 Part 2 of Article 15 of Chapter 1 of Title 10 of the Official Code of Georgia Annotated,  
10 relating to the Fair Business Practices Act, is amended in Code Section 10-1-392, relating  
11 to definitions, by adding a new paragraph to read as follows:

12 “(1) 'AI generated content' means a video recording, video file, audio recording, audio  
13 file, still image, or still image file that is created through the use of an engineered or  
14 machine based system that emulates the capability of a person to receive audio, visual,  
15 text, or any other form of information and use the information received to emulate a  
16 human cognitive process, including, but not limited to, learning, generalizing, reasoning,

17 planning, predicting, acting, or communicating; provided, however, that artificial  
18 intelligence systems may vary in the forms of information they can receive and in the  
19 human cognitive processes they can emulate."

20

## SECTION 2.

21 Said part is further amended by adding a new Code section to read as follows:

22 "10-1-393.20.

23 (a) On or after July 1, 2025, any individual engaged in the dissemination of AI generated  
24 content to facilitate commerce or trade shall ensure such content includes a disclosure that  
25 artificial intelligence was used to make all or part of such content.

26 (b) Disclosures required under subsection (a) of this Code section for AI generated content  
27 that involves the use, in whole or in part, of visual media shall be:

28 (1) In writing and completed in each written language used in such content; and

29 (2) Clearly readable, which shall mean that the text of the disclosure shall:

30 (A) Appear in letters equal to or greater than 30 percent of the vertical picture height;

31 (B) Be visible for a period of at least 30 percent of the media's length, in the case of  
32 moving images and video; and

33 (C) Appear with a reasonable degree of color contrast between the background and the  
34 text of the statement. A statement satisfies the color contrast requirement of this

35 subparagraph if it is printed in black text on a white background or if the degree of  
36 color contrast between the background and the text of the statement is no less than the  
37 color contrast between the background and the largest type size used in the content.

38 (c) Disclosures required under subsection (a) of this Code section for AI generated content  
39 that involves the use, in whole or in part, of audible media shall be announced, articulated,  
40 spoken, or otherwise rendered completely using the same audible volume, the same rate  
41 of speaking as measured in words per minute, and each spoken language as used in such  
42 content.

43 (d) It shall be unlawful to omit disclosures required under subsection (a) of this Code  
44 section.

45 (e) Each video recording, video file, audio recording, audio file, still image, or still image  
46 file disseminated in facilitating commerce or trade that omits disclosures required under  
47 subsection (a) of this Code section shall constitute a separate violation."

48 **SECTION 3.**

49 All laws and parts of laws in conflict with this Act are repealed.