

TENNESSEE GENERAL ASSEMBLY
FISCAL REVIEW COMMITTEE



FISCAL NOTE

SB 2431 – HB 2707

February 13, 2024

SUMMARY OF BILL: Requires a person to include a disclosure on outlined content generated by artificial intelligence. Requires the disclosure be implemented prior to distribution of the content within this state and is required regardless of whether consent to create the content was given by the individual whose likeness or writing is depicted. Establishes a violation of such is an unfair and deceptive act or practice under the *Consumer Protection Act of 1977*. Authorizes an individual to bring a cause of action for damages and reasonable attorneys' fees and court costs. Establishes the Attorney General and Reporter (AG) has investigative and enforcement authority to bring actions for an alleged violation.

FISCAL IMPACT:

NOT SIGNIFICANT

Assumptions:

- Any increase in the number of complaints handled by the Attorney General is estimated to be not significant and can be handled by existing staff during normal work hours.
- Committing an unfair or deceptive practice under the *Consumer Protection Act of 1977* is a Class B misdemeanor offense.
- There will not be a sufficient number of prosecutions for state or local government to experience any significant increase in revenue or expenditures.

IMPACT TO COMMERCE:

NOT SIGNIFICANT

Assumption:

- Any impact to commerce or jobs in Tennessee is estimated to be not significant.

CERTIFICATION:

The information contained herein is true and correct to the best of my knowledge.

A handwritten signature in black ink that reads "Krista Lee Carsner". The signature is written in a cursive, flowing style.

Krista Lee Carsner, Executive Director

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