

**House File 2609 - Reprinted**

HOUSE FILE 2609  
BY COMMITTEE ON STATE GOVERNMENT

(SUCCESSOR TO HSB 643)

(As Amended and Passed by the House March 12, 2026)

**A BILL FOR**

- 1 An Act relating to the use of synthetic media in campaign
- 2 materials, and making penalties applicable.
- 3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

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1 Section 1. NEW SECTION. **68A.407 Synthetic media —**  
2 **disclosure.**

3 1. For purposes of this section:

4 a. "Person who is responsible" means the person who pays for  
5 the publication or creation of published material. "Person who  
6 is responsible" does not mean a media or technology organization  
7 publishing, broadcasting, distributing, or hosting published  
8 material on behalf of another person.

9 b. (1) "Synthetic media" means an image, audio recording, or  
10 video recording of an individual's appearance, speech, or conduct  
11 that has been intentionally manipulated with the use of any form  
12 of digital technology in a manner to create a realistic but false  
13 image, audio recording, or video recording that produces any of  
14 the following:

15 (a) A depiction of an individual in appearance, speech, or  
16 conduct that a reasonable individual would believe depicts a real  
17 individual.

18 (b) A materially different understanding or impression than  
19 a reasonable individual would have from the unaltered, original  
20 version of the image, audio recording, or video recording.

21 (2) "Synthetic media" does not include content created  
22 using digital technology solely for text generation, grammar  
23 correction, spelling checks, stylistic editing, or enhancing  
24 existing content without creating a new impersonation of a human  
25 likeness or voice.

26 2. Published material, as defined in section 68A.405, that  
27 contains synthetic media must prominently include the words  
28 "THIS CONTENT GENERATED USING SYNTHETIC MEDIA". The person  
29 who is responsible for the published material has the sole  
30 responsibility and liability for inclusion of the disclosure  
31 required by this subsection.

32 3. The inclusion of the disclosure required by this section  
33 does not preclude a person from pursuing any other remedies under  
34 law for the publication of synthetic media.

35 4. The board shall adopt rules pursuant to chapter 17A to

1 implement this section.

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