

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:

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

15 (a) A depiction of an individual in appearance, speech, or
16 conduct that a reasonable individual would believe depicts a
17 real 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
25 human 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
34 under law for the publication of synthetic media.

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

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1 implement this section.