

## SENATE BILL NO. 452

INTRODUCED BY D. EMRICH

A BILL FOR AN ACT ENTITLED: "AN ACT REVISING LAWS RELATED TO ARTIFICIAL INTELLIGENCE; REQUIRING DISCLOSURES OF THE USE OF ARTIFICIAL INTELLIGENCE BY MANUFACTURERS OF ONLINE MEDIA; REQUIRING ARTIFICIAL INTELLIGENCE MARKERS; EXCLUDING GOVERNMENT ENTITIES; AND PROVIDING DEFINITIONS."

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

**NEW SECTION. Section 1. Artificial intelligence disclosures for manufacturers of online media.**

(1) Manufacturers of publicly distributed online media in the state that use an artificial intelligence system to direct, control, or focus the information any one individual can see, whether entirely or in part, shall disclose the use of the system and provide a user with the option to opt out.

(2) Any publicly distributed online media generated in whole or in part by artificial intelligence must contain identifiable markers that alert users to the use of artificial intelligence, as well as embedded markers that allow identification of the use of artificial intelligence should the original identifiable markers be deleted.

(3) This section does not apply to a governmental entity, as defined in 2-17-551.

(4) For the purposes of this section, the following definitions apply:

(a) "Artificial intelligence" means computer systems or algorithms that can imitate human behavior and control the flow of information or data by generating written or verbal material.

(b) "Markers" means an explicit visual or audio disclosure, including but not limited to a mark, symbol, audio flaw, content label, watermark, byline, disclosure field, acknowledgment, disclaimer, or warning.

**NEW SECTION. Section 2. Codification instruction.** [Section 1] is intended to be codified as an integral part of Title 30, and the provisions of Title 30 apply to [section 1].

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