

SENATE BILL NO. 346

BY SENATOR BARROW AND REPRESENTATIVES CHASSION, FREIBERG, TERRY
LANDRY, MARTINEZ, SCHLEGEL AND TAYLOR

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AN ACT

To enact R.S. 17:416.14.1, relative to elementary and secondary schools; to prohibit the use of deepfake material against students; to provide for a definition; to provide for rulemaking authority; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S.17:416.14.1 is hereby enacted to read as follows:

§416.14.1. Deepfake material; prohibition

A. No student, faculty member, member of the administrative staff, or other employee at an elementary or secondary school shall use material considered to be a deepfake against a student enrolled in kindergarten through grade twelve, with the intent to coerce, harass, intimidate, or maliciously disseminate or sell the material.

B. For the purposes of this Section, "deepfake" means any audio or visual media in an electronic format, including any motion picture film or video recording, that is created, altered, or digitally manipulated in a manner that would falsely appear to a reasonable observer to be an authentic record of the actual speech or conduct of the individual or that replaces an individual's likeness with another individual as depicted in the recording. "Deepfake" does not include any material that constitutes a work of political, public interest, or newsworthy value, including commentary, criticism, satire, or parody, or that includes content, context, or a clear disclosure visible throughout the duration of the recording that would cause a reasonable person to understand that the audio or visual media is not a record of a real event.

1 C. The State Board of Elementary and Secondary Education, in
2 collaboration with the state Department of Education, shall develop and adopt
3 rules and regulations to implement the provisions of this Section.

PRESIDENT OF THE SENATE

SPEAKER OF THE HOUSE OF REPRESENTATIVES

GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: _____