

**DRAFT ONLY
NOT APPROVED FOR
INTRODUCTION**

HOUSE BILL NO.

Unlawful synthetic media-civil.

Sponsored by: Select Committee on Blockchain, Financial
Technology and Digital Innovation Technology

A BILL

for

1 AN ACT relating to consumer protection; prohibiting the use
2 of synthetic media as specified; providing for civil
3 liability; providing a definition; providing remedies; and
4 providing for an effective date.

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6 *Be It Enacted by the Legislature of the State of Wyoming:*

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8 **Section 1.** W.S. 40-30-201 is created to read:

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10 ARTICLE 2 - SYNTHETIC MEDIA

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1 **40-30-201. Distribution of misleading synthetic**
2 **media; civil penalties; remedies.**

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4 (a) As used in this article "synthetic media" means
5 any video or voice recording that has been fully or
6 partially generated by algorithms and appears to be a
7 record of actual events.

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9 (b) A person engages in distribution of misleading
10 synthetic media unlawful under this article when he
11 knowingly and intentionally distributes or makes publicly
12 available synthetic media purported to be of or by a
13 natural person:

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15 (i) Without the consent of the natural person;

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17 (ii) Without constantly displaying an obvious
18 notice within the synthetic media identifying the media as
19 synthetic media; and

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21 (iii) With the intent to mislead others about the
22 acts of the natural person.

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1 (c) Any person who is the subject of or who is misled
2 by synthetic media may maintain a civil action to enjoin or
3 restrain the distribution of the synthetic media and may in
4 the same action seek damages from the person who
5 distributed the synthetic media. A court may award any of
6 the following remedies to a plaintiff prevailing in an
7 action brought pursuant to this section:

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9 (i) Equitable relief;

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11 (ii) Damages;

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13 (iii) Costs and fees, including reasonable
14 attorney fees;

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16 (iv) Exemplary damages in an amount not less
17 than one thousand dollars (\$1,000.00) per plaintiff.

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19 (d) The attorney general may enforce the provisions
20 of this article and investigate violations of this article.

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22 (e) The attorney general or any district attorney may
23 on behalf of the state bring an action for temporary or

1 permanent injunctive or other relief in any court of
2 competent jurisdiction for any violation of this article.
3 The court may, upon entry of final judgment finding a
4 violation of this article, award restitution when
5 appropriate to any person suffering loss because of a
6 violation of this article if proof of the loss is submitted
7 to the satisfaction of the court.

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9 (f) This article shall not prohibit actions under
10 other statutory or common-law provisions against conduct or
11 practices similar to those declared to be unlawful by
12 section (b) of this section. However, the remedies provided
13 in this article are the exclusive remedies for actions
14 brought pursuant to this article.

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16 **Section 2.** This act is effective July 1, 2024.

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(END)