

**DRAFT ONLY  
NOT APPROVED FOR  
INTRODUCTION**

HOUSE BILL NO.

Unlawful dissemination of misleading synthetic media.

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

A BILL

for

1 AN ACT relating to consumer protection; prohibiting the  
2 dissemination of synthetic media as specified; providing  
3 definitions; providing remedies; providing penalties; and  
4 providing for an effective date.

5

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

7

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

9

10 ARTICLE 2 - SYNTHETIC MEDIA

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1           40-30-201.       Unlawful   distribution   of   misleading  
2   synthetic media; penalties.

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4           (a) As used in this section:

5  
6                       (i)    "Record" means as defined in W.S. 40-21-  
7   102(a)(xiii);

8  
9           \*\*\*\*\*  
10                               \*\*\*\*\*  
11                               **STAFF COMMENT**  
12   **For the Committee's reference, the above definition is as**  
13   **follows:** "Record" means information that is inscribed on a  
14   tangible medium or that is stored in an electronic or other  
15   medium and is retrievable in perceivable form;  
16   \*\*\*\*\*  
17                               \*\*\*\*\*  
18

19                       (ii) "Synthetic media" means an image, audio  
20   record or video record of a natural person's appearance,  
21   speech or conduct that has been intentionally manipulated  
22   or generated with the use of generative adversarial network  
23   techniques or other digital technology in a manner to  
24   create a realistic but false image, audio or video or other  
25   representation that to a reasonable person is of a real  
26   natural person in appearance, action or speech, which  
27   appearance, action or speech did not actually occur and

1 which would cause a reasonable person to believe the  
2 appearance, action or speech occurred.

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4 (b) A person engages in unlawful dissemination of  
5 misleading synthetic media under this article when he  
6 knowingly and intentionally disseminates synthetic media  
7 knowing it to be synthetic media:

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9 (i) Without:

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11 (A) Displaying clear and conspicuous notice  
12 in any visual synthetic media identifying the synthetic  
13 media as synthetic media; or

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15 (B) If the synthetic media consists of audio  
16 only, providing a disclosure identifying the synthetic  
17 media as synthetic media, which disclosure shall be read in  
18 a clearly spoken manner and in a pitch that can be easily  
19 heard by the average listener, at the beginning of the  
20 audio, at the end of the audio and, if the audio is greater  
21 than two (2) minutes in length, interspersed within the  
22 audio at intervals of not more than two (2) minutes each.

23

1           (ii) With the intent to mislead others about the  
2 appearance, actions or speech of the natural person  
3 represented in the synthetic media.

4  
5           (c) Any person who is depicted by or who is misled by  
6 synthetic media disseminated in violation of subsection (b)  
7 of this article may maintain a civil action to enjoin or  
8 restrain the dissemination of the synthetic media and may  
9 in the same action seek damages from the person who  
10 disseminated the synthetic media. A court may award any of  
11 the following remedies to a plaintiff prevailing in an  
12 action brought pursuant to this section:

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14           (i) Equitable relief;

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16           (ii) Damages;

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18           (iii) Costs and fees, including reasonable  
19 attorney fees;

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

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

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4           (e) The attorney general or any district attorney may  
5 on behalf of the state bring an action for temporary or  
6 permanent injunctive or other relief in any court of  
7 competent jurisdiction for any violation of this article.  
8 The court may, upon entry of final judgment finding a  
9 violation of this article, award restitution when  
10 appropriate to any person suffering loss because of a  
11 violation of this article if proof of the loss is submitted  
12 to the satisfaction of the court.

13

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

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21           (g) A person who disseminates synthetic media in  
22 violation of subsection (b) of this section with malicious  
23 intent, to influence the outcome of any election within the

1 state of Wyoming or to facilitate any other criminal act is  
2 guilty of a misdemeanor punishable by imprisonment for not  
3 more than six (6) months, a fine of not more than seven  
4 hundred fifty dollars (\$750.00), or both.

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6 (h) Dissemination of any synthetic media protected  
7 under the first amendment to the United States constitution  
8 or article 1, section 20 of the Wyoming constitution shall  
9 not be deemed to violate this section.

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

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(END)