

Department of Planning and Budget 2024 Session Fiscal Impact Statement

1. Bill Number: SB164

House of Origin Introduced Substitute Engrossed
Second House In Committee Substitute Enrolled

2. Patron: Reeves

3. Committee: General Laws and Technology

4. Title: Virginia Consumer Protection Act; prohibited practices; artificial intelligence disclosure.

5. Summary: Prohibits the dissemination or sale of an item created with artificial intelligence technology that contains a videographic or still image intending to depict an actual person or an audio or audio-visual recording intending to depict the voice of an actual person where the creator has not disclosed the use of artificial intelligence technology.

6. Budget Amendment Necessary: Preliminary.

7. Fiscal Impact Estimates: Preliminary – See Item 8.

8. Fiscal Implications: The Office of the Attorney General and Department of Law (OAG) indicates this bill will create a new enforcement of the Virginia Consumer Protection Act and, therefore, may increase OAG workload requiring an additional \$63,358 per year in attorney and investigator costs.

9. Specific Agency or Political Subdivisions Affected: Office of the Attorney General and Department of Law

10. Technical Amendment Necessary: No.

11. Other Comments: None.

Date: 1/30/2024