

AI for the People would like to call for the labeling of all generated content within campaign ads and for developers to maintain tags on images so third parties can track when campaign ads have been changed and by whom.

We then ask that this tagging report is made available to the Federal Elections Commission so they can:

1. Identify how many times an ad has been digitally altered
2. If this alteration was done using an AI system and if this system is generative meaning it can be further modified by users
3. Who made these changes, which entity they worked for and why
4. Then use this information to decide if the ad should be released and if the ad is released information about how the ad has been altered and by whom should be clearly marked.

These types of measures have not been adopted by social media companies writ large and could provide an avenue by which to reduce the spread of mis and/or disinformation within political ads.

Comments provided by :
Nkonde, Mutale