



June 12, 2024

Senate Committee on Elections and Constitutional Amendments
Room 533, Legislative Office Building
1020 N Street
Sacramento, CA 95814

**RE: AB 2355, “Political Advertisements, artificial intelligence”
(SUPPORT, as amended)**

Dear Chair Blakespear and Members of the Senate Committee on Elections and Constitutional Amendments:

The above three co-signed organizations commend California lawmakers’ commitment to ensuring that California’s elections remain free and fair. The advent of generative artificial intelligence (AI) carries great potential for beneficial uses and impacts to society, however, it is also important to identify and mitigate specific risks. The June 11 amendments to AB 2355 will help to ensure that a covered committee appropriately includes disclosures for content that has been generated or “substantially altered” by AI, while continuing to allow for other beneficial uses.

We appreciate lawmakers’ commitment to protecting California’s election integrity while mitigating the potential risks of generative AI with a targeted approach and are proud to support this legislation.

Respectfully submitted,

Khara Boender, Computer & Communications Industry Association (CCIA)
(kboender@ccianet.org; 203-918-6491)

On behalf of:

Paul Lekas, Software & Information Industry Association (SIIA)
Dylan Hoffman, TechNet

CC: Assemblymember Wendy Carrillo
Suite 5620, State Capitol
1021 O Street
Sacramento, CA 95814