



31 January 2024

Representative Anna Eshoo
272 Cannon House Office Building
Washington, DC 20515

Dear Representative Eshoo,

Thank you for the opportunity to review the draft of the Protecting Consumers from Deceptive AI Act. IEEE-USA agrees that AI-generated content can create widespread societal confusion and disruption in trusted processes. We see as recently as last week that the accelerated abuse of AI-generated content has become disquieting. Not only are celebrity images abused in ways that damage reputations, but our elections are at risk as users create content depicting candidates in ways that misinform voters.

It is apparent that governance of artificial intelligence systems is needed sooner rather than later, and this bill takes a solid first step towards holding accountable those who develop AI generated content. IEEE-USA believes that any AI system with the likelihood of generating individual or societal harm, regardless of its use context, must be properly vetted and those responsible for the content should be held accountable for any resulting harm.

In keeping with the fact that tech standards provide several market and societal benefits, including setting the foundation for tech innovation and helping to prevent societal harm, we support US government efforts to prioritize the development, promotion, and adherence to standards for ethical and trustworthy AI systems and require that such standards be generated through a market-driven, decentralized direct participation and consensus-based development model. IEEE-USA has long supported efforts that increase and enable wider participation in standards development. We support the creation of task forces at NIST that will include diverse participation of public and private entities in the development of standards related to watermarking, digital fingerprinting, and other measures that identify the source of content.

We also fully support a requirement that generative AI developers and online content platforms provide disclosures on AI-generated content and label AI-generated content.

We are concerned that giving the FTC the option to set up a safe harbor by allowing companies to submit technology standards that meet the requirements for FTC approval may inadvertently give some companies the ability to bypass the requirements. We would like to see the bill provide clarity between how it applies to individuals versus large platforms.

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We are happy to further discuss our thoughts on this much-needed legislation. Please do not hesitate to contact Erica Wissolik at (202) 360-5023 or e.wissolik@ieee.org. Thank you for your leadership on this matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'KM', with a stylized flourish extending to the right.

Keith Moore
IEEE-USA President