

**Senate Judiciary Subcommittee on
Privacy, Technology, and the Law
Hearing on
“Oversight of AI: Election Deepfakes”
April 16, 2024
Questions for the Record
Senator Amy Klobuchar**

For Zohaib Ahmed, CEO and Co-Founder, ResembleAI

Some companies are taking a step in the right direction with voluntary commitments to regulate AI in political ads, and some states have passed laws in this area too, but more must be done to ensure our laws can keep up with this changing technology.

- Do you agree that voters deserve full transparency, and that we cannot rely on the voluntary commitments of companies or a patchwork of state laws to keep up with this threat?

Ensuring transparency for voters is essential in combating misinformation. We firmly believe that voter education initiatives play a pivotal role in fostering transparency.

Resemble AI supports legislation that requires clear labeling on AI-generated content in the election process. Similarly to how disclaimers appear at the end of political ads, consumers should be made aware that they are interacting with an AI model or AI-generated content.

In fact, Resemble AI makes our free, real-time [Deepfake Detector tool](https://detect.resemble.ai) (detect.resemble.ai) available for anyone to combat fraud and promote the responsible use of generative voice technologies. With this tool, anyone can quickly verify the authenticity of widely circulated audio content, making it a valuable asset for journalists, content creators, and the general public who are often on the frontline of combating misinformation.

We also propose the creation of a public database where all AI-generated election content is registered, allowing voters to easily access [information](#) about the origin and nature of the content they encounter, which should lead to more transparency.

To take it one step further, we recommend the development of public awareness campaigns that inform voters about the existence and potential impact of AI-generated content in elections. These campaigns should provide clear examples of how AI can be used in election-related communications, both positively and negatively, and equip voters with the tools to critically evaluate the information they receive. Language translation is an example of how voice cloning technology can be used responsibly in an election year.