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For Immediate Release

**FCC CHAIRWOMAN PROPOSES FIRST-OF-THEIR-KIND
AI-GENERATED ROBOCALL RULES**

***Proposal Would Seek Comment on Requiring Callers to Disclose if They Use AI in
Robocalls and Protecting the Communications Accessibility Benefits of AI***

WASHINGTON, July 16, 2024—FCC Chairwoman Jessica Rosenworcel today proposed new consumer protections against AI-generated robocalls. If adopted by a vote of the full Commission at its August Open Meeting, this proposal would seek comment on the definition of AI-generated calls, requiring callers to disclose their use of AI-generated calls, supporting technologies that alert and protect consumers from unwanted and illegal AI robocalls, and protecting positive uses of AI to help people with disabilities utilize the telephone networks.

“Bad actors are already using AI technology in robocalls to mislead consumers and misinform the public. That’s why we want to put in place rules that empower consumers to avoid this junk and make informed decisions,” **said Chairwoman Rosenworcel.**

The proposed Notice of Proposed Rulemaking builds off the record generated by the agency’s recent [Notice of Inquiry](#). It proposes to define AI-generated calls and to adopt new rules that would require callers when obtaining prior express consent to disclose that the caller intends to use AI-generated calls. In addition, callers would need to disclose to consumers on each call when they receive an AI-generated call. This would provide consumers with an opportunity to identify and avoid those calls that contain an enhanced risk of fraud and other scams.

This item also proposes protections to ensure that positive uses of AI that already help people with disabilities use the telephone network can thrive without threat of Telephone Consumer Protection Act liability. Finally, it seeks additional comment and information on developing technologies that can alert consumers to AI-generated unwanted and illegal calls and texts.

If adopted, these proposed robocall rules would be the latest in a series of actions taken by the Commission to protect consumers from AI-generated scams and misinformation. Under Chairwoman Rosenworcel, the FCC has been addressing AI challenges and opportunities directly. The Commission has:

- [Unanimously](#) adopted a Declaratory Ruling which made clear that voice cloning technology used in common robocall scams targeting consumers is illegal.
- Proposed a [substantial fine](#) for apparently illegal robocalls made using deepfake, AI-generated voice cloning technology and caller ID spoofing to spread election misinformation to potential New Hampshire voters prior to the January 2024 primary.
- Proposed a [fine](#) against the voice service provider that apparently carried those calls.
- Sent [letters to carriers](#) from Chairwoman Rosenworcel asking about the steps the companies are taking to prevent fraudulent robocalls that use AI for political purposes.
- Co-hosted a [workshop](#) with the National Science Foundation to discuss AI-related topics, including the challenges AI brings to consumer issues like robocalls/robotexts.

- Begun considering whether to [require disclosure](#) when there is AI-generated content in political ads on radio and TV.

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*This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).*