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News & Insights

Tulsa Attorney Aaron Tifft for Tech Target - Businesses brace for FCC's ban on AI robocalls

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Tech Target

https://www.techtarget.com/searchcio/news/366569518/Businesses-brace-for-FCCs-ban-on-AI-robocalls

The Federal Communications Commission has made AI-generated robocalls targeting consumers illegal, and the effort should spur businesses to assess their marketing communications tactics.

The FCC's ruling follows numerous instances of AI-generated robocalls generating concern, including when voters received calls ahead of the New Hampshire primaries from a voice that sounded like President Joe Biden telling them not to vote. However, the language used in the FCC's ruling could leave businesses open to legal challenges, said Aaron Tifft, attorney at Hall Estill.

The FCC's ban on AI-generated robocalls isn't surprising, Tifft said. But he's concerned that the language in the notice from the FCC is too broad and fails to clearly define the use of AI in circumstances outside of voice calls, including text messages.

"My concern is that it provides a wide area of vagueness that plaintiff counsels will use to hold businesses acting in good faith liable for using some form of technology to craft messages to customers and recipients," he said.

Attorneys

- Aaron C. Tifft

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