

20 tech companies sign Munich accord against deceptive AI in 2024 elections

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The Tech Accord to Combat Deceptive Use of AI in 2024 Elections is a set of commitments to deploy technology countering harmful AI-generated content meant to deceive voters. Signatories pledge to work collaboratively on tools to detect and address online distribution of such AI content, drive educational campaigns, and provide transparency, among other concrete steps. It also includes a broad set of principles, including the importance of tracking the origin of deceptive election-related content and the need to raise public awareness about the problem. The accord is one important step to safeguard online communities against harmful AI content and builds on the individual companies' ongoing work. Digital content addressed by the accord consists of AI-generated audio, video, and images that deceptively fake or alter the appearance, voice, or actions of political candidates, election officials, and other key stakeholders in a democratic election, or that provide false information to voters about when, where, and how they can vote. The current signatories of the AI Elections Accord are Adobe, Amazon, Anthropic, ARM, ElevenLabs, Gen, GitHub, Google, IBM, Inflection AI, Intuit, LG AI Research, LinkedIn, McAfee, Meta, Microsoft, NetApp, Nota, OpenAI, Snap, Stability AI, TikTok, TrendMicro, TrueMedia, TruePic, X and ZEFR. Participating companies agreed to eight specific commitments: Developing and implementing technology to mitigate risks related to Deceptive AI Election content, including open-source tools where appropriate. Assessing models in scope of this Accord to understand the risks they may present regarding Deceptive AI Election Content. Seeking to detect the distribution of this content on their platforms. Seeking to appropriately address this content detected on their platforms. Fostering cross-industry resilience to Deceptive AI Election Content. Providing transparency to the public regarding how the company addresses it. Continuing to engage with a diverse set of global civil society organizations, academics. Supporting efforts to foster public awareness, media literacy, and all-of-society resilience. The Munich Security Conference coordinates and supports the signatories of the AI Elections Accord. In its capacity as the Convener, the MSC organizes selected thematically related in-person events, including a discussion between Accord signatories and high-level decision-makers at the Munich Leaders Meeting (MLM) in Rio de Janeiro in November 2024. At the 61st Munich Security Conference in February 2025, the MSC and the Democracy and Culture Foundation organized a roundtable with a group of 25 representatives from leading tech companies, policymakers, as well as members of academia and civil society to discuss the Accord and the future of AI, elections and the public sphere.

Accord

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