

Brazil's TSE AI-Disclosure Rule for the 2024 Municipal Elections — A Cautionary Compliance Gap

AI in the Public Sector · Good practice · Brazil

Quality score: 60/100

Evidence strength: Observational / pre–post

Summary

For Brazil's October 2024 municipal elections (150 million voters), the TSE required campaigns to disclose AI-manipulated content and banned harmful deepfakes; independent monitors still confirmed 78 synthetic-media cases, with only 49 referred for investigation.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	1/3
Transparency, fairness & accountability	2/3
Transferability / demonstrated replication	1/3
Scalability beyond pilot	3/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-24

[Tribunal Superior Eleitoral \(TSE\)](#) — accessed 2026-07-24

[DFRLab: Brazil's electoral deepfake law tested as AI-generated content targeted local elections](#) — accessed 2026-07-24

[Data Privacy Brasil: AI in the 2024 Brazilian elections](#) — accessed 2026-07-24

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