

SB1346 • Tennessee

AN ACT to amend Tennessee Code Annotated, Title 28 and Title 39, Chapter 17, relative to the unauthorized use of deepfake or actual likeness.

Passed Both Chambers

Risk: High

Comprehensive

Effective: Jul 01, 2025 | Last Action (May 15, 2025): Effective date(s) 07/01/2025

Summary

The bill creates civil and criminal actions for unauthorized disclosure of intimate digital depictions without consent.

Business Impact

If you use AI to create or distribute digital likenesses in Tennessee, you must ensure consent is obtained or face legal penalties.

Key Provisions

- Establishes civil action for unauthorized disclosure of intimate digital depictions.
- Creates criminal penalties for intentional misuse of digital likenesses.

Compliance Checklist

- Obtain consent before using any individual's likeness in digital content. | Who: Content creators and distributors using AI technologies. | Penalty: Legal action for unauthorized use.
- Implement policies to ensure compliance with consent requirements. | Who: Businesses involved in digital content creation. | Penalty: Potential civil and criminal liabilities.

Industries Affected

Entertainment

Media

Law Enforcement

Digital Media

Technology

Topics

AI Deepfakes

AI Intimate Images

AI Likeness

Bill Sponsors

Name	Party	Role
Bailey		Primary
Doss		Primary
Massey		Primary
Powell		Primary
Gardenhire		Primary
Helton		Primary
Yarbro		Primary
Stevens		Primary

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-04-21	FLOOR VOTE: REGULAR CALENDAR PASSAGE ON THIRD C	94	0	Passed
2025-04-15	FLOOR VOTE: as Amended Third Consideration 4/15/2	32	0	Passed
2025-04-02	SENATE JUDICIARY COMMITTEE: Recommended for passag	8	0	Passed

Related Bills

- HB1299 (TN)

Official Source

<https://wapp.capitol.tn.gov/apps/Billinfo/Default?BillNumber=SB1346&ga;=114>

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