

# HB1299 • 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): Comp. became Pub. Ch. 466

## Summary

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

## Business Impact

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

## Key Provisions

- Creates civil action for unauthorized disclosure of intimate digital depictions.
- Establishes criminal penalties for intentional disclosure without consent.
- Amends existing laws in TCA Title 28 and Title 39, Chapter 17.
- Protects individuals from misuse of their likenesses in digital formats.
- Requires consent for the use of intimate digital depictions.

## Compliance Checklist

- Obtain consent for the use of intimate digital depictions. | Who: Businesses using AI for content creation. | Penalty: Legal action for unauthorized use.
- Implement policies to ensure compliance with consent requirements. | Who: Content creators and digital media companies. | Penalty: Potential civil and criminal liabilities.

## Industries Affected

## Topics

AI Deepfakes

AI Intimate Images

AI Likeness

## Bill Sponsors

Name	Party	Role
Hill T		Primary
Watson		Primary
Farmer		Primary
Niceley		Primary
Jernigan		Primary
Gardenhire		Primary
Vital		Primary
Lamberth		Primary

## Roll Call Votes

Date	Description	Yea	Nay	Result
2025-04-17	HOUSE FINANCE, WAYS, AND MEANS COMMITTEE: Rec. for	27	0	Passed
2025-04-17	HOUSE FINANCE, WAYS, AND MEANS SUBCOMMITTEE: Rec.	11	0	Passed
2025-04-08	HOUSE JUDICIARY COMMITTEE: Rec. for pass. if am.,	20	0	Passed
2025-03-26	HOUSE CRIMINAL JUSTICE SUBCOMMITTEE: Rec for pass	7	0	Passed

## Related Bills

- SB1346 (TN)

## Official Source

<https://wapp.capitol.tn.gov/apps/Billinfo/Default?BillNumber=HB1299&ga;=114>

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