

HB2607 • Hawaii

Relating To Publicity Rights.

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Feb 06, 2026): The committee(s) on ECD recommend(s) that the measure be deferred.

Summary

HB2607 aims to protect publicity rights in Hawaii. Specific provisions on AI deepfakes and exceptions for parody, satire, educational, and journalistic uses need verification.

Business Impact

If you use AI to create content in Hawaii, you must ensure compliance with publicity rights or face legal consequences.

Key Provisions

- Provisions on AI deepfakes need verification.
- Exceptions for parody, satire, educational, and journalistic uses require confirmation.
- Definition of violations as unauthorized commercial use of an individual's likeness needs verification.
- Criteria for protections, including consent and commercial intent, await confirmation.

Compliance Checklist

- Obtain consent for using individuals' likenesses in AI-generated content | Who: Businesses using AI for content creation | Penalty: Legal action or fines for non-compliance
- Review and update policies regarding publicity rights | Who: Compliance officers and legal teams | Penalty: Potential legal repercussions

Industries Affected

General

Entertainment

Advertising

Technology

Media

Topics

AI Deepfakes

Bill Sponsors

Name	Party	Role
BROWER		Primary
CREAGAN		Primary
ELI		Primary
HAR		Primary
HASHIMOTO		Primary
HOLT		Primary
ICHIYAMA		Primary
KITAGAWA		Primary
B. KOBAYASHI		Primary
KONG		Primary
C. LEE		Primary
LOWEN		Primary

Official Source

https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=HB&billnumber;=2607&year;=2026

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