

SB2076 • Hawaii

Relating To Publicity Rights.

Introduced

Risk: Medium

Amendment

Last Action (Feb 06, 2026): Report adopted; Passed Second Reading, as amended (SD 1) and referred to CPN/JDC.

Summary

SB2076 amends Hawaii law to include 'digital replica' in the definition of 'likeness' under publicity rights, effective 1/1/2077.

Business Impact

If you use AI to create digital replicas in Hawaii, you must obtain publicity rights by 1/1/2077 or face legal penalties.

Key Provisions

- Includes 'digital replica' in the definition of 'likeness' under publicity rights.

Compliance Checklist

- Review and update marketing and content strategies to comply with publicity rights. | Who: Businesses and content creators using digital representations. | Penalty: Potential legal challenges for unauthorized use.

Industries Affected

Technology

Entertainment

Marketing

Topics

AI Deepfakes

AI Likeness

Bill Sponsors

Name	Party	Role
DELA CRUZ		Primary
INOUYE		Primary
KANUHA		Primary
KEITH-AGARAN		Primary
Kidani		Primary
Nishihara		Primary
Shimabukuro		Primary
GABBARD		Primary
S. Chang		Primary
Green		Primary
Ruderman		Primary
English		Primary

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-01-30	The committee(s) on LBT recommend(s) that the mea	4	0	Passed

Official Source

https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=SB&billnumber;=2076&year;=2026

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.