

HB327 • Alabama

Consumer protection; production of digital replicas of voice or visual likenesses, prohibited for commercial use unless licensed, procedures established, private right of action authorized

Introduced

Risk: Medium

Comprehensive

Last Action (Feb 19, 2026): Read for the Second Time and placed on the Calendar

Summary

HB327 prohibits commercial use of digital replicas of voice or likenesses without a license, establishes licensing procedures, and allows a private right of action.

Business Impact

If you use digital replicas commercially, you must obtain a license or face legal action.

Key Provisions

- Prohibits commercial use of digital replicas without a license.
- Establishes procedures for obtaining licenses.
- Authorizes a private right of action for individuals, but specific remedies or limitations are unknown.

Compliance Checklist

- Obtain a license for the commercial use of digital replicas. | Who: Businesses using digital replicas. | Penalty: Legal action for unauthorized use.

Industries Affected

Digital Media

Consumer Protection

Advertising

Digital Content

Entertainment

Technology

Topics

AI Deepfakes

AI Likeness

Bill Sponsors

Name	Party	Role
Hill		Primary
Treadaway		Primary
Mooney		Primary
Gray		Primary
Alan Baker	Republican	Primary
Pringle		Primary
Kiel		Primary
Marcus Paramore	Republican	Primary
Shaver		Primary
Robbins		Primary

Amendments

- House Judiciary Judiciary 1st Substitute — 2026-02-18 (Not Adopted)

Official Source

<https://alison.legislature.state.al.us/bill-search>

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