

SB1960 • Texas

Relating to digital replication rights in the voice and visual likeness of individuals; providing private causes of action; authorizing a fee.

In Committee

Risk: High

Comprehensive

Last Action (May 21, 2025): Left pending in committee

Summary

This bill establishes digital replication rights for individuals' voices and likenesses, allowing for private legal actions and licensing, with specific posthumous rights.

Business Impact

If you create digital content using AI in Texas, you must obtain consent for using individuals' voices or likenesses or face legal action.

Key Provisions

- Defines 'digital replica' and 'digital replication rights'.
- Establishes private causes of action for unauthorized use.
- Rights are licensable and transferable after death.
- Prohibits production of digital replicas without consent.
- Permits certain uses without consent under specific conditions.
- Digital replication rights are not assignable during the individual's lifetime.
- Posthumous rights last for 10 years with 5-year renewal conditions.

Compliance Checklist

- Obtain written consent from individuals before using their voice or likeness in digital replicas. | Who: Content creators and businesses using AI technologies. | Penalty: Legal action for unauthorized use.
- Designate an agent for receiving notifications of violations. | Who: Online service providers. | Penalty: Potential liability for non-compliance.

Industries Affected

Advertising

Entertainment

Media & Entertainment

Artificial Intelligence

Technology

Media

Marketing

Digital Media

Topics

AI Deepfakes

AI Likeness

Bill Sponsors

Name	Party	Role
Rodríguez		Primary
West		Primary
Perry		Primary
Creighton		Cosponsor
Flores		Cosponsor
Tepper		Primary
Darby		Primary
Schwertner		Primary
Parker		Cosponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-04-22	Senate Rule 7.18 and the Constitutional Rule requi	31	0	Passed

Related Bills

- HB3950 (TX)

Official Source

<https://capitol.texas.gov/BillLookup/History.aspx?LegSess=89R&Bill;=SB1960>

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