

HB3950 • Texas

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

Introduced

Risk: Medium

Narrow/Targeted

Last Action (Mar 27, 2025): Referred to Judiciary & Civil Jurisprudence

Summary

This bill establishes rights for individuals' voice and likeness, allowing private legal actions.

Business Impact

If you use AI to replicate voices or likenesses in Texas, you must ensure compliance with digital replication rights or face legal action.

Key Provisions

- Establishes rights for individuals' voice and visual likeness.
- Allows individuals to pursue private causes of action for unauthorized use.

Compliance Checklist

- Obtain consent from individuals before using their voice or likeness. | Who: Businesses using AI for content creation. | Penalty: Potential legal action for unauthorized use.

Industries Affected

Technology

Digital Media

AI Technology

Media

Entertainment

Advertising

Topics

AI Deepfakes

AI Likeness

Bill Sponsors

Name	Party	Role
Frank		Primary
Minjarez		Primary
Klick		Primary
Kolkhorst		Primary
Schwertner		Cosponsor
Crockett		Primary
Kitzman		Primary
Hunter		Primary

Related Bills

- SB1960 (TX)

Official Source

<https://capitol.texas.gov/BillLookup/History.aspx?LegSess=89R&Bill;=HB3950>

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