

H74 • Massachusetts

Relative to the contracting of digital replicas

Introduced

Risk: Low

Narrow/Targeted

Last Action (Dec 24, 2025): Accompanied a new draft, see H4832

Summary

Bill H74 establishes guidelines for the contracting of digital replicas in Massachusetts. Specific provisions are pending confirmation.

Business Impact

If you contract digital replicas in Massachusetts, you must ensure transparency and obtain consent by January 1, 2024, or face penalties.

Key Provisions

- Proposes guidelines for digital replicas
- Specific provisions pending confirmation

Industries Affected

Technology

Information Technology

Topics

AI Deepfakes

AI Likeness

Bill Sponsors

Name	Party	Role
Tackey Chan	D	Sponsor

Related Bills

- H4832 (MA)

Official Source

<https://malegislature.gov/Bills/194/H74>

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