

SB1111 • California

Digital replicas.

In Committee

Risk: High

Comprehensive

Last Action (May 18, 2026): Referred to Coms. on P. & C.P. and PUB. S.

Summary

SB1111 addresses digital replicas and aims to clarify consent and impersonation issues.

Business Impact

If you use digital replicas in advertising or media, you must obtain consent from the individuals represented or face legal liability.

Key Provisions

- Aims to define 'digital replica' as a computer-generated representation of an individual.
- Suggests that consent is required for the use of digital replicas in advertising.
- Proposes to expand false impersonation laws to include digital replicas.

Compliance Checklist

- Obtain consent from individuals before using their digital replicas. | Who: Businesses using digital replicas in advertising or media. | Penalty: Liability for damages and potential punitive damages.
- Review and update advertising practices to ensure compliance with new consent requirements. | Who: Marketing and legal teams within businesses. | Penalty: Legal action for unauthorized use.

Industries Affected

Technology

Topics

Bill Sponsors

Name	Party	Role
Angelique Ashby	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-04-30	Senate 3rd Reading SB1111 Ashby	36	0	Passed
2026-04-21	Do pass	6	0	Passed
2026-04-13	Do pass, but first be re-referred to the Committee	8	1	Passed

Official Source

https://leginfo.legislature.ca.gov/faces/billStatusClient.xhtml?bill_id=202520260SB1111

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