

HB1071 • Arkansas

To Amend The Frank Broyles Publicity Rights Protection Act Of 2016; And To Provide Protections For An Individual Whose Photograph, Voice, Or Likeness Is Reproduced Through Means Of Artificial Intelligence And Used Commercially.

Passed Both Chambers

Risk: Medium

Amendment

Last Action (Feb 26, 2025): Returned by the Committee with the recommendation that it do pass, concur in Senate Amendment No. 1

Summary

This bill amends the Frank Broyles Publicity Rights Protection Act to address the reproduction of an individual's likeness by AI for commercial purposes, including consent and penalties.

Business Impact

If you use AI to reproduce likenesses for commercial purposes in Arkansas, you must obtain consent from the individuals involved or face legal consequences.

Key Provisions

- Amends the Frank Broyles Publicity Rights Protection Act.
- Addresses commercial use of likenesses reproduced by AI.
- Applies to photographs, voices, and likenesses.
- Establishes protections for individuals against unauthorized use.
- Includes provisions for consent and penalties.
- Affects businesses using AI in marketing and media.

Compliance Checklist

- Obtain consent from individuals before using their likenesses in AI-generated content. | Who: Businesses using AI for commercial purposes. | Penalty: Legal consequences for unauthorized use.

Industries Affected

Media

Entertainment

Technology

General

Marketing

Topics

Comprehensive AI

AI Likeness

Bill Sponsors

Name	Party	Role
A. Davis		Primary
Joint Budget Committee		Primary
R. Scott Richardson		Primary
J. Bryant		Primary

Amendments

- Senate Amendment S1 — 2025-02-10 (Not Adopted)

Official Source

<https://arkleg.state.ar.us/Bills/Detail?id=hb1071&ddBienniumSession;=2025%2F2025R>

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