

HB 1399 • Georgia

Georgia Likeness, Expression, Generative AI, and Commercial Yield (LEGACY) Act; enact

In Committee

Risk: Medium

Comprehensive

Last Action (Feb 24, 2026): House Second Readers

Summary

The Georgia LEGACY Act establishes property rights in an individual's likeness, with consent requirements and private right of action based on the official description, pending full bill text. Legislative findings are included.

Business Impact

If you use generative AI to create likenesses in Georgia, you must obtain consent from individuals or face legal action.

Key Provisions

- Establishes property rights in an individual's likeness, granting individuals control over the use of their likeness, based on the official description.
- Requires consent for the use of an individual's likeness; confirmation needed for any exceptions from the full bill text.
- Mentions a private right of action for violations; specific penalties require confirmation from the bill text.
- Definitions related to likeness, consent, and commercial purposes are speculative until the full bill text is available.
- Legislative findings are included in the official description.
- Includes a provision for an effective date.
- Repeals conflicting laws.

Compliance Checklist

- Obtain consent for the use of any individual's likeness. | Who: Businesses using likenesses in commercial contexts. | Penalty: Legal action for unauthorized use.

- Review and update policies regarding likeness usage. | Who: All businesses employing generative AI technologies. | Penalty: Potential legal repercussions.

Industries Affected

Advertising Media Entertainment General

Topics

AI Likeness

Bill Sponsors

Name	Party	Role
Mitchell Scoggins	Republican	Primary
Matthew Gambill	Republican	Primary
El-Mahdi Holly	Democratic	Primary
David Knight		Primary
Carl Gilliard	Democratic	Primary
Long Tran	Democratic	Primary
Segun Adeyina	Democratic	Primary

Related Bills

- HB1399 (GA)

Official Source

https://openstates.org/ga/bills/2025_26/HB1399/

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