

HB3285 • Illinois

AI VOICE OR LIKENESS CONSENT

Introduced

Risk: Medium

Comprehensive

Last Action (Mar 10, 2023): Rule 19(a) / Re-referred to Rules Committee

Summary

The bill mandates disclosure for AI-generated content mimicking a person's voice or likeness without consent, allowing for legal action against violators. Verified against metadata.

Business Impact

If you create AI-generated content in Illinois, you must disclose its non-authenticity unless you have consent from the depicted individual.

Key Provisions

- Creators must disclose non-authenticity of AI-generated content unless consent is obtained. Verified against metadata.
- Public display of AI-generated content that mimics a person's likeness requires disclosure. Verified against metadata.
- Aggrieved individuals have the right to legal action against violators. Verified against metadata.

Compliance Checklist

- Include a disclosure on AI-generated content | Who: Content creators using AI to mimic voices or likenesses | Penalty: Legal action from aggrieved individuals

Industries Affected

Entertainment

Technology

Media

Consumer Protection

Topics

Bill Sponsors

Name	Party	Role
Stephanie Kifowit	D	Sponsor

Official Source

<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=3285&GAID;=17&DocTypeID;=HB&SessionID;=112&GA;=103>

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