

SB3248 • Illinois

PROTECTS VOICE & IMAGES

Introduced

Risk: High

Comprehensive

Last Action (Feb 06, 2024): Referred to Assignments

Summary

The bill establishes rights over personal likeness and voice, prohibiting unauthorized digital replicas and providing legal remedies, with a focus on AI technologies.

Business Impact

If you use AI to create digital replicas of voices or likenesses in Illinois, you must obtain consent or face significant penalties.

Key Provisions

- Establishes property rights in personal likeness and voice.
- Prohibits unauthorized distribution of personalized cloning services.
- Prohibits unauthorized publication of digital voice replicas.
- Creates a private cause of action for affected individuals.
- Specifies damages for cloning service violations.
- Allows for punitive damages and attorney's fees.

Compliance Checklist

- Obtain consent before using an individual's voice or likeness for AI-generated replicas. | Who: Businesses and individuals using AI for cloning services. | Penalty: Up to \$50,000 per violation or actual damages.
- Ensure any digital voice replicas or depictions are authorized. | Who: Businesses publishing digital content using AI. | Penalty: \$5,000 per violation or actual damages.

Industries Affected

Entertainment

Technology

Media

Topics

AI Deepfakes

Comprehensive AI

AI Likeness

AI Liability

Bill Sponsors

Name	Party	Role
Dave Syverson	R	Sponsor

Official Source

<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=3248&GAID;=17&DocTypeID;=SB&SessionID;=112&GA;=103>

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