

# SB3325 • Illinois

## PUBLICITY ACT-USE OF AI

Introduced

Risk: Medium

Amendment

Last Action (Apr 19, 2024): Rule 3-9(a) / Re-referred to Assignments

## Summary

SB3325 amends the Right of Publicity Act, defining AI terms and expanding rights for recording artists.

## Business Impact

If you use AI in publicity, ensure compliance with new definitions or face liability.

## Key Provisions

- Defines 'artificial intelligence' and 'generative artificial intelligence' (765 ILCS 1075/5)
- Changes definitions of 'commercial purpose' and 'identity' (765 ILCS 1075/5)
- Grants additional enforcement rights to recording artists (765 ILCS 1075/20)
- Establishes liability for facilitating violations with knowledge (765 ILCS 1075/20)

## Compliance Checklist

- Review AI applications for compliance with the Right of Publicity Act. | Who: Businesses using AI in publicity. | Penalty: Legal consequences for non-compliance.

## Industries Affected

Entertainment

Technology

## Topics

Comprehensive AI

AI Liability

## Bill Sponsors

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Name	Party	Role
Mary Edly-Allen	D	Sponsor
Adriane Johnson	D	Sponsor
Lakesia Collins	D	Sponsor
Sara Feigenholtz	D	Sponsor
Steve Stadelman	D	Sponsor
Javier Cervantes	D	Sponsor
Julie Morrison	D	Sponsor
Karina Villa	D	Sponsor
Doris Turner	D	Sponsor
Ann Gillespie	D	Sponsor
Robert Peters	D	Sponsor
Celina Villanueva	D	Sponsor

## Amendments

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- Senate Amendment 001 — 2024-03-04 (Not Adopted)

## Related Bills

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- HB4875 (IL)

## Official Source

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<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=3325&GAID;=17&DocTypeID;=SB&SessionID;=112&GA;=103>

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