

SB3705 • Illinois

DIGITAL LIKENESS PROTECTION

Introduced

Risk: Medium

Comprehensive

Last Action (Mar 15, 2024): Rule 3-9(a) / Re-referred to Assignments

Summary

The bill prohibits agreements on digital replicas of individuals' voices or likenesses if they allow replacing in-person work and lack clear definitions or legal representation.

Business Impact

If you create digital replicas of voices or likenesses in Illinois, you must ensure agreements comply or face unenforceability by January 1, 2025.

Key Provisions

- Provisions allowing digital replicas in agreements are unenforceable if they allow replacing in-person work and lack clear definitions or legal representation.
- The Act applies retroactively to existing agreements.
- Notification of unenforceable provisions must be provided by January 1, 2025.

Compliance Checklist

- Notify individuals of unenforceable provisions in agreements | Who: Any person with such agreements | Penalty: Failure to notify may result in legal challenges

Industries Affected

Entertainment

Technology

Employment

Topics

Bill Sponsors

Name	Party	Role
Mary Edly-Allen	D	Sponsor

Amendments

- Senate Amendment 001 — 2024-03-05 (Not Adopted)

Related Bills

- HB3178 (IL)

Official Source

<https://www.ilga.gov/legislation/BillStatus.asp?DocNum=3705&GAID;=17&DocTypeID;=SB&SessionID;=112&GA;=103>

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