

# 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 deems certain provisions unenforceable if they meet specific conditions regarding the use of an individual's digital likeness or voice.

### Business Impact

If you create digital replicas of voices or likenesses in Illinois, you must ensure agreements are enforceable by January 1, 2025, or face legal challenges.

### Key Provisions

- Provisions allowing the creation of digital replicas without legal representation are unenforceable if certain conditions are met.
- Provisions must clearly define all proposed uses of the digital replica.
- The Act applies retroactively to existing agreements.
- Notification of unenforceability must be provided by January 1, 2025.

### Compliance Checklist

- Notify individuals of unenforceable provisions in agreements | Who: Any person under an agreement with an individual performing services | Penalty: Potential legal disputes regarding the validity of agreements

### Industries Affected

Entertainment

Media

Technology

Employment

## Topics

AI Deepfakes

Comprehensive AI

AI Likeness

## 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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