

# A03924 • New York

Relates to privacy rights involving digitization; provides that such right of privacy and action for injunction and damages shall include a portrait, picture, likeness or voice created or altered by digitization.

Introduced

Risk: Medium

Amendment

Last Action (Jan 07, 2026): referred to judiciary

## Summary

This bill relates to privacy rights involving digitization, expanding protections to include both created and altered digitized likenesses and voices, and allows for an action for injunction and damages.

## Business Impact

If you use AI to create or alter likenesses or voices, you must obtain consent by January 1, 2025, or face legal action and damages.

## Key Provisions

- Relates to privacy rights involving created and altered digitized likenesses and voices.
- Provides for an action for injunction and damages, though the scope of 'unauthorized use' is speculative without the full bill text.

## Compliance Checklist

- Obtain written consent for the use of any individual's likeness or voice. | Who: Businesses and individuals using likenesses for advertising or trade. | Penalty: Misdemeanor charges and potential civil damages.
- Review and update marketing practices to ensure compliance with the new privacy rights. | Who: Marketing and legal teams within organizations. | Penalty: Civil liability for unauthorized use.

## Industries Affected

## Topics

AI Privacy

AI Likeness

## Bill Sponsors

Name	Party	Role
SCHIMMINGER		Primary
OTIS		Cosponsor
STECK		Cosponsor
LUPARDO		Cosponsor
JAFFEE		Cosponsor
MAGNARELLI		Cosponsor
WEPRIN		Primary
DICKENS		Primary
FALL		Cosponsor
SANTABARBARA		Cosponsor
SEAWRIGHT		Cosponsor
JACOBSON		Cosponsor

## Official Source

<https://www.nysenate.gov/legislation/bills/2025/A3924>

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