

HB1603 • Georgia

Georgia Entertainment Artificial Intelligence Accountability and Performer Protection Act; enact

Introduced

Risk: High

Comprehensive

Last Action (Mar 31, 2026): House Second Readers

Summary

The Georgia Entertainment Artificial Intelligence Accountability and Performer Protection Act aims to protect performers by requiring consent for using their likeness, with an effective date set by the legislature.

Business Impact

If you use AI to create content featuring performers in Georgia, you must obtain their consent by the effective date or face legal action.

Key Provisions

- Mandates consent for the use of a performer's likeness in digital replicas.
- Includes a private right of action for performers to seek redress for unauthorized use, which constitutes a violation.
- Defines terms related to the use of a performer's likeness and digital replicas.
- Emphasizes the importance of performer protection.
- Addresses the repeal of conflicting laws to ensure clarity.
- Includes provisions for related matters.

Compliance Checklist

- Obtain explicit consent from performers before using their likeness. | Who: Producers and content creators in the entertainment industry. | Penalty: Civil liabilities for unauthorized use.
- Establish internal policies to ensure compliance with consent requirements. | Who: Entertainment companies and production studios. | Penalty: Potential legal action from performers.

Industries Affected

Media

Technology

Entertainment

Topics

AI Deepfakes

Comprehensive AI

AI Likeness

Bill Sponsors

Name	Party	Role
Bill Yearta	Republican	Primary
Yasmin Neal	Democratic	Primary

Related Bills

- [HB 1603 \(GA\)](#)

Official Source

<https://www.legis.ga.gov/legislation/74419>

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