

AB 621 • California

Deepfake pornography.

Unknown

Risk: Medium

Narrow/Targeted

Summary

AB 621 addresses deepfake pornography, establishing a cause of action against creators and distributors, with increased damages and protections for minors.

Business Impact

If you create or distribute digital content in California, you must ensure it does not involve unauthorized deepfake pornography or face legal consequences.

Key Provisions

- Prohibits the creation of deepfake pornography without consent, establishing a cause of action.
- Increases statutory damages up to \$50,000 for non-malicious and \$250,000 for malicious violations.
- Presumes liability for service providers enabling deepfake pornography services.
- Includes protections for minors and involves public prosecutors in enforcement.

Compliance Checklist

- Ensure all digital content does not include unauthorized deepfake pornography | Who: Content creators and distributors | Penalty: Legal consequences for non-compliance
- Obtain consent from individuals before using their likeness in any deepfake content | Who: Content creators | Penalty: Legal consequences for non-compliance

Industries Affected

Digital Media

Content Creation

Topics

Official Source

https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202520260AB621#99INT

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