

# AB 621 • California

## Deepfake pornography.

Unknown

Risk: Medium

Narrow/Targeted

## Summary

AB 621 prohibits the creation and distribution of non-consensual deepfake pornography, imposing penalties for violations.

## 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 creation and distribution of non-consensual deepfake pornography
- Establishes civil penalties and allows victims to seek damages
- Aims to deter digital impersonation and protect privacy

## 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

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[https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=202520260AB621#99INT](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202520260AB621#99INT)

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