

# SB2437 • Mississippi

"Prohibition of Exploitation by Deepfakes Act"; enact.

Enacted

Risk: High

Comprehensive

Last Action (Feb 04, 2025): Died In Committee

## Summary

The Prohibition of Exploitation by Deepfakes Act prohibits publishing non-consensual intimate visual depictions and morphed images, with exceptions for lawful disclosures.

## Business Impact

If you operate a platform that allows user-generated content in Mississippi, you must establish a notification process for non-consensual intimate depictions by 2026 or face penalties.

## Key Provisions

- Prohibits publishing non-consensual intimate visual depictions.
- Requires platforms to establish a notification process for reporting violations.
- Defines key terms such as 'morphed image' and 'intimate visual depiction'.
- Stipulates that consent for creation does not equal consent for publication.
- Includes exceptions for lawful disclosures to law enforcement or for medical purposes.
- Limits platform liability in certain circumstances.
- Imposes penalties including fines and forfeiture of violative materials.
- Grants enforcement authority to the Attorney General.

## Compliance Checklist

- Establish a notification process for reporting non-consensual intimate visual depictions. | Who: Covered platforms | Penalty: Fines and other penalties for non-compliance
- Remove violative material upon notification from an identifiable individual. | Who: Covered platforms | Penalty: Fines and other penalties for non-compliance

## Industries Affected

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- Social Media
  - Online Services
  - Consumer Protection**
  - Technology
  - Content Platforms

## Topics

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- AI Deepfakes
  - AI Intimate Images
  - AI Transparency
  - AI Liability

## Bill Sponsors

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Name	Party	Role
Angela Burks Hill	R	Sponsor

## Official Source

<https://billstatus.ls.state.ms.us/2025/pdf/history/SB/SB2437.xml>

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