

HB421 • Texas

Relating to the creation of certain explicit deep fake material; providing a private cause of action.

In Committee

Risk: High

Narrow/Targeted

Effective: Sep 01, 2025 | Last Action (Apr 30, 2025): Referred to Criminal Justice

Summary

This bill regulates the creation of explicit deep fake material and establishes a private cause of action for those depicted without consent.

Business Impact

If you operate a deep fake generator in Texas, you must verify the age of depicted individuals and obtain consent by September 1, 2025, or face legal action.

Key Provisions

- Defines 'deep fake generator' and 'explicit deep fake material'.
- Requires age verification before creating explicit deep fake material.
- Prohibits creation of explicit deep fakes of individuals under 18.
- Establishes a private cause of action for individuals depicted without consent.
- Allows recovery of actual damages, court costs, and attorney's fees.
- Effective date set for September 1, 2025.

Compliance Checklist

- Verify the age of individuals depicted in explicit deep fake material. | Who: Owners of deep fake generators. | Penalty: Legal action for violations.
- Obtain written consent from individuals 18 or older before creating explicit deep fakes. | Who: Owners of deep fake generators. | Penalty: Legal action for violations.
- Do not create explicit deep fake material depicting individuals under 18. | Who: Owners of deep fake generators. | Penalty: Legal action for violations.

Industries Affected

Media

Technology

Consumer Protection

Topics

AI Deepfakes

Bill Sponsors

Name	Party	Role
Mary Gonzalez	D	Sponsor
Armando Walle	D	Sponsor
Maria Flores	D	Sponsor
Penny Morales Shaw	D	Sponsor
Mihaela Plesa	D	Sponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-04-29	Read 3rd time RV#756	147	0	Passed
2025-04-28	Read 2nd time RV#665	144	0	Passed

Official Source

<https://capitol.texas.gov/BillLookup/History.aspx?LegSess=89R&Bill;=HB421>

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