

HB2462 • Virginia

Unauthorized use of name, portrait, etc.; digital replica, civil liability, statute of limitations.

Engrossed

Risk: Medium

Amendment

Last Action (Feb 22, 2025): Failed to Pass from conference

Summary

HB2462 expands civil liability for unauthorized use of a person's likeness or voice, including digital replicas, and extends the statute of limitations.

Business Impact

If you use digital replicas of likenesses, ensure consent to avoid liability.

Key Provisions

- Expands civil liability for unauthorized use of a person's likeness or voice.
- Introduces liability for producing or distributing digital replicas without consent.
- Extends statute of limitations for civil suits to 100 years after a person's death.

Compliance Checklist

- Obtain written consent for using someone's likeness or voice in digital content. | Who: Content creators and distributors. | Penalty: Civil liability for unauthorized use.
- Review and update consent protocols for likeness and voice usage. | Who: Businesses using personal likenesses in advertising or trade. | Penalty: Potential civil suits for non-compliance.

Industries Affected

Digital Media

Advertising

Entertainment

Media

Topics

Official Source

<https://legiscan.com/VA/bill/HB2462/2025>

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