

# HB566 • Georgia

## NO FAKES Act of 2025; enact

Introduced

Risk: High

Comprehensive

Last Action (Feb 25, 2026): House Committee Favorably Reported By Substitute

## Summary

The NO FAKES Act of 2025 aims to protect individuals' voice and visual likeness rights in digital replicas, establishing licensing and civil liability for unauthorized use.

## Business Impact

If you create digital replicas of individuals in Georgia, you must obtain licensing for their likeness or face civil liability for unauthorized use.

## Key Provisions

- Establishes rights for individuals over their voice and visual likeness in digital replicas.
- Requires licensing for the use of digital replicas.
- Creates a directory of designated agents maintained by the Secretary of State.
- Imposes civil liability for unauthorized use of digital replicas.
- Specifies penalties for non-compliance.
- Bars retroactive application of the Act.

## Compliance Checklist

- Obtain licensing for the use of individuals' likenesses in digital replicas | Who: Businesses creating digital replicas | Penalty: Civil liability for unauthorized use
- Register as a designated agent if applicable | Who: Individuals or entities wishing to license likenesses

## Industries Affected

Digital Media

Entertainment

Advertising

Technology

## Topics

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AI Deepfakes

AI Likeness

AI Liability

## Bill Sponsors

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Name	Party	Role
Soo Hong	R	Sponsor
Todd Jones	R	Sponsor
Kasey Carpenter	R	Sponsor
Spencer Frye	D	Sponsor
Stan Gunter	R	Sponsor
Eric Bell	D	Sponsor

## Official Source

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<https://www.legis.ga.gov/legislation/70646>

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