

# SB2046 • Mississippi

## Mississippians' Right to Name, Likeness and Voice Act; enact.

Passed One Chamber

Risk: High

Comprehensive

Last Action (Mar 03, 2026): Died In Committee

## Summary

The Mississippians' Right to Name, Likeness and Voice Act establishes property rights for individuals over their name, likeness, and voice, with protections against unauthorized use and liability for infringement. (Sections 75-101-1 to 75-101-13)

## Business Impact

If you use AI to generate content featuring individuals' likenesses or voices, you must obtain consent by July 1, 2024, or face legal penalties.

## Key Provisions

- Establishes property rights in name, likeness, and voice. (Section 75-101-1)
- Imposes liability for unauthorized commercial use and infringement. (Section 75-101-11)
- Provides a First Amendment defense for civil actions brought under this act. (Section 75-101-4)
- Contains a severability clause. (Section 75-101-13)
- Specifies the relationship to other laws. (Section 75-101-12)

## Compliance Checklist

- Obtain written consent for commercial use of an individual's name, likeness, or voice. | Who: Businesses and individuals using such rights. | Penalty: Liability for damages, including actual and treble damages.
- Ensure compliance with definitions and provisions regarding digital depictions and voice replicas. | Who: Content creators and marketers. | Penalty: Liability for unauthorized use, including fines.

## Industries Affected

Technology

Entertainment

Marketing

General

## Topics

AI Deepfakes

AI Likeness

AI Liability

## Bill Sponsors

Name	Party	Role
Blackwell		Primary
Jackson		Primary
Jordan		Primary
Turner-Ford		Primary
Hill		Primary
Simmons		Primary
Blount		Cosponsor
Norwood		Cosponsor
Frazier		Cosponsor
Brumfield		Cosponsor
Blackmon		Cosponsor
Horhn		Cosponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2026-02-11	Passage as Amended	52	0	Passed
2025-05-28	Passage	85	2	Passed

## Related Bills

- HB1504 (MS)

## Official Source

<https://billstatus.ls.state.ms.us/2026/pdf/history/SB/SB2046.xml>

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