

# HB768 • Mississippi

"Ensuring Likeness, Voice and Image Security (ELVIS) Act of 2025"; enact to expand protections against artificial intelligence deep fakes.

Enacted

Risk: High

Comprehensive

Effective: Jul 01, 2025 | Last Action (Feb 04, 2025): Died In Committee

## Summary

The ELVIS Act of 2025 establishes property rights over likeness, voice, and image, with rights descendible for ten years post-death and penalties for unauthorized use.

## Business Impact

If you use AI to create or distribute content involving individuals' likenesses in Mississippi, you must obtain consent or face civil penalties starting July 1, 2025.

## Key Provisions

- Individuals have exclusive property rights in their name, photograph, voice, or likeness.
- Unauthorized use without consent leads to civil liability and potential misdemeanor charges.
- The act allows for injunctions, confiscation of unauthorized materials, and seizure of contraband items.
- Fair use exceptions are defined, particularly for news and commentary.
- Rights are descendible to heirs for ten years post-death and are freely assignable and licensable.
- Commercial exploitation guidelines are established.
- Penalties include imprisonment up to 11 months and 29 days and fines up to \$3,000.
- Remedies include recovery of actual damages, profits, and treble damages for armed forces members.

## Compliance Checklist

- Obtain consent from individuals before using their likeness, voice, or image. | Who: Businesses utilizing AI for content creation or distribution. | Penalty: Civil action and misdemeanor charges for non-compliance.

- Review and adjust marketing materials to ensure compliance with the act. | Who: Marketing and legal teams within businesses. | Penalty: Potential fines and legal action.

## Industries Affected

General Entertainment Technology Media

## Topics

AI Deepfakes Comprehensive AI AI Likeness

## Bill Sponsors

Name	Party	Role
Jill Ford	R	Sponsor

## Official Source

<https://billstatus.ls.state.ms.us/2025/pdf/history/HB/HB0768.xml>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.