Digital Identity AI Legislation Overview

Updated 10/14/25



See all of the tracked digital identity bills at http://www.legislationtracker.org

CA–AB 2602

Contracts Against Public Policy: Personal or Professional Services: Digital Replicas

Summary:

Addresses contracts involving digital replicas, making provisions unenforceable if they lack clear consent and detailed use terms. It ensures that individuals are notified if existing contracts use their digital likenesses.

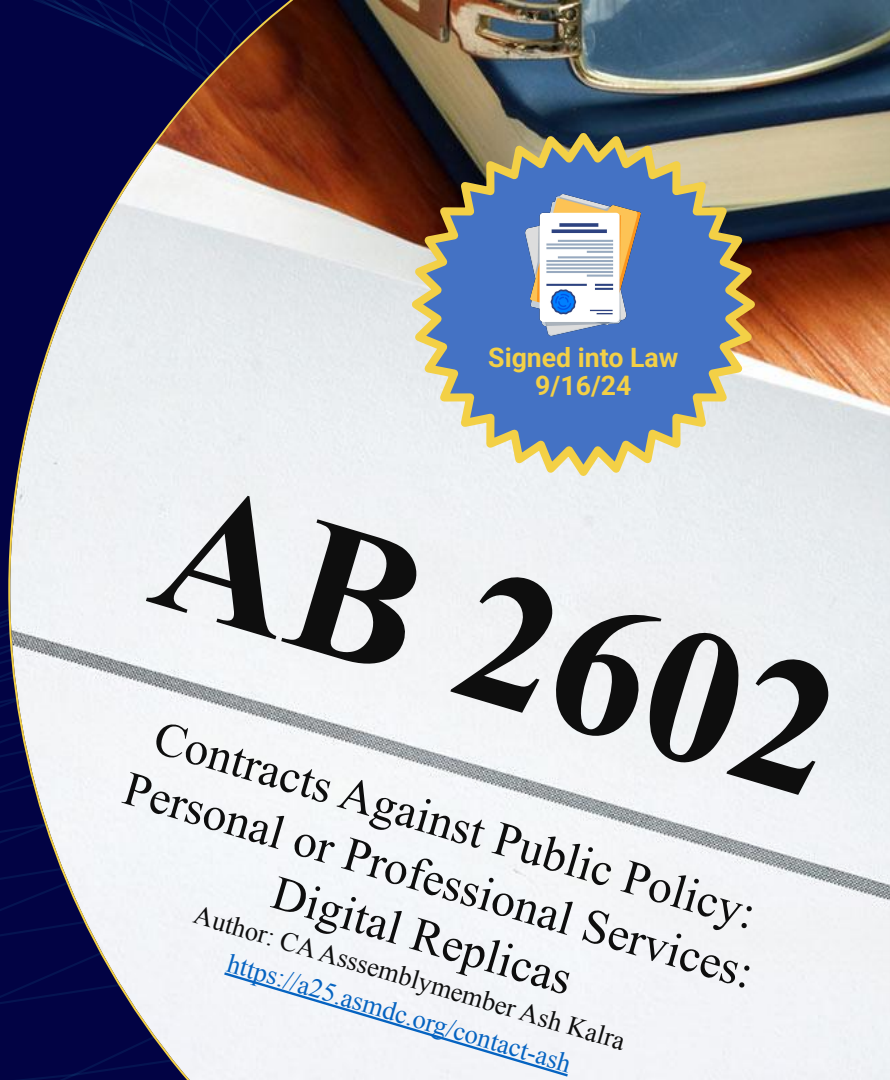
Impact on SAG-AFTRA Performers:

- Ensures performers control their digital likenesses, requiring clear terms and consent for use.
- Keeps exclusivity terms enforceable in contracts, even if digital likeness clauses are invalidated.

Notes:

- Defines digital replica as a "*computer-generated, electronic representation of the voice or likeness of an individual that is readily identifiable as that individual and fixed in a sound recording or audiovisual work*."
- SAG-AFTRA strongly supports this bill.

LINK to the bill ⇒ CLICK HERE FOR AB 2602



CA–AB 1836

Use of Likeness: Digital Replicas

Summary:

Protects deceased people's digital replicas from unauthorized use and establishes a cause of action for damages. This bill helps keep control of how the images of deceased individuals are used, making sure their likeness is respected and not exploited.

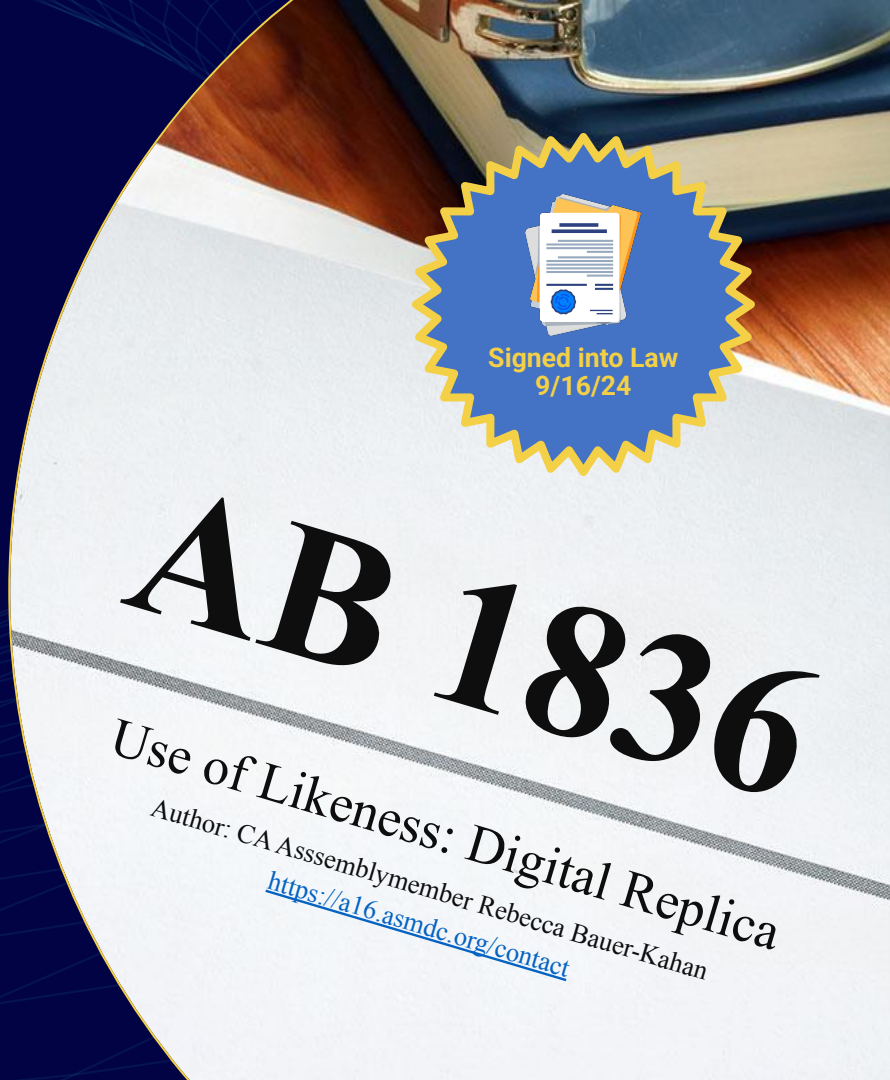
Impact on SAG-AFTRA Performers:

- Protects the legacy and rights of deceased performers by safeguarding their digital replicas from unauthorized commercial exploitation.
- Allows for compensation and legal recourse for unauthorized use, ensuring that families and estates can seek damages and enforce rights.

Notes:

- SAG-AFTRA National V.P. Shari Belafonte and LA Local President Jodi Long testified for this bill in Sacramento.
- SAG-AFTRA strongly supports this bill.

LINK to the bill ⇒ CLICK HERE FOR AB 1836



CA–AB 2013

Generative Artificial Intelligence: Training Data Transparency

Summary:

Mandates transparency in the training data used for AI systems, requiring developers to disclose the sources and nature of the data used.

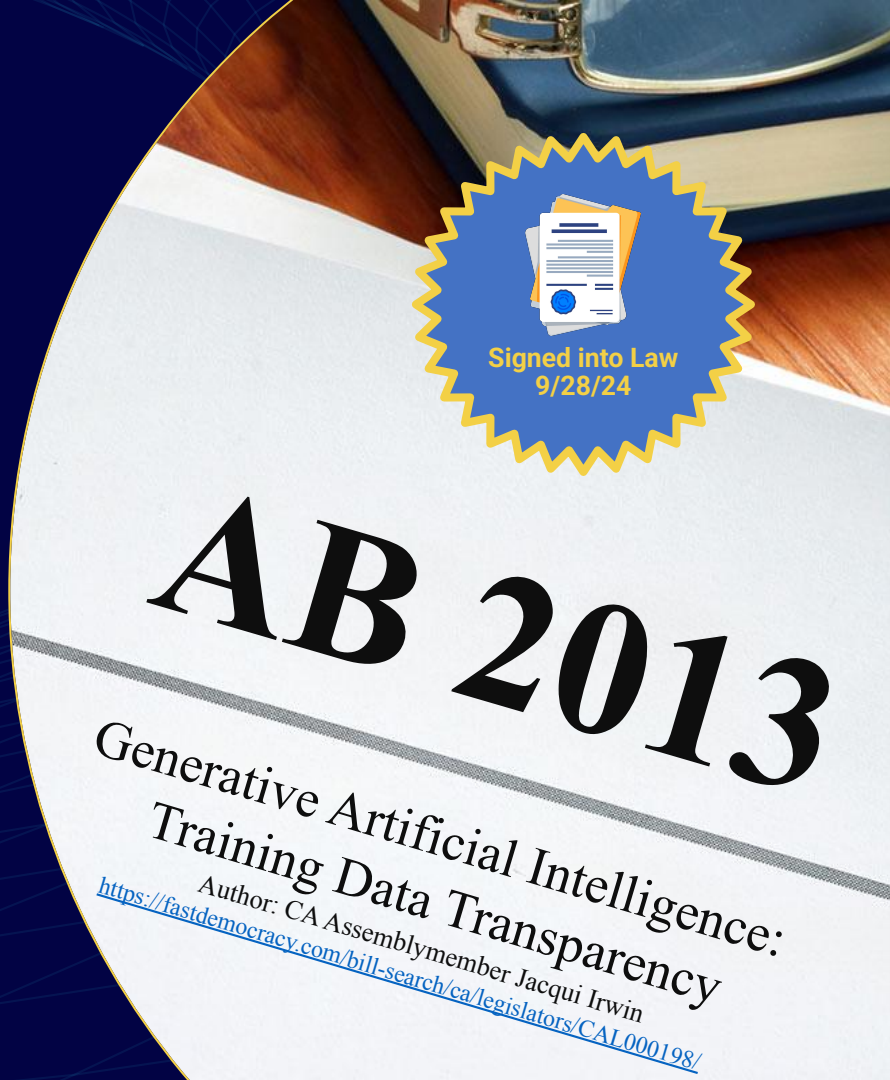
Impact on SAG-AFTRA Performers:

- Ensures performers have the right to know and consent to the use of their data in AI training sets.
- Promotes ethical AI development practices, with a focus on consent and transparency.

Notes:

- Sources or owners of datasets used
- Purpose and methodology of data collection, cleaning, processing, or modification
- Types, labels, and counts of data points included
- Time frames when data was collected and first used

LINK to the bill ⇒ CLICK HERE FOR AB 2013



CA–SB 942

California AI Transparency Act

Summary:

Digital content provenance bill. Mandates latent disclosures (digital watermarks) in all AI-generated content to ensure transparency and traceability. Covered AI providers must create a publicly accessible tool allowing users to detect and verify whether content (image, video, or audio) was created or altered by AI.

Impact on SAG-AFTRA Performers:

- Provides performers with protection against unauthorized or undisclosed use of their likeness in AI-generated content.
- Ensures AI-manipulated material with their image or voice is identifiable through permanent watermarks.

LINK to the bill ⇒ CLICK HERE FOR SB 942



CA–AB 853

California AI Transparency Act (Expansion)

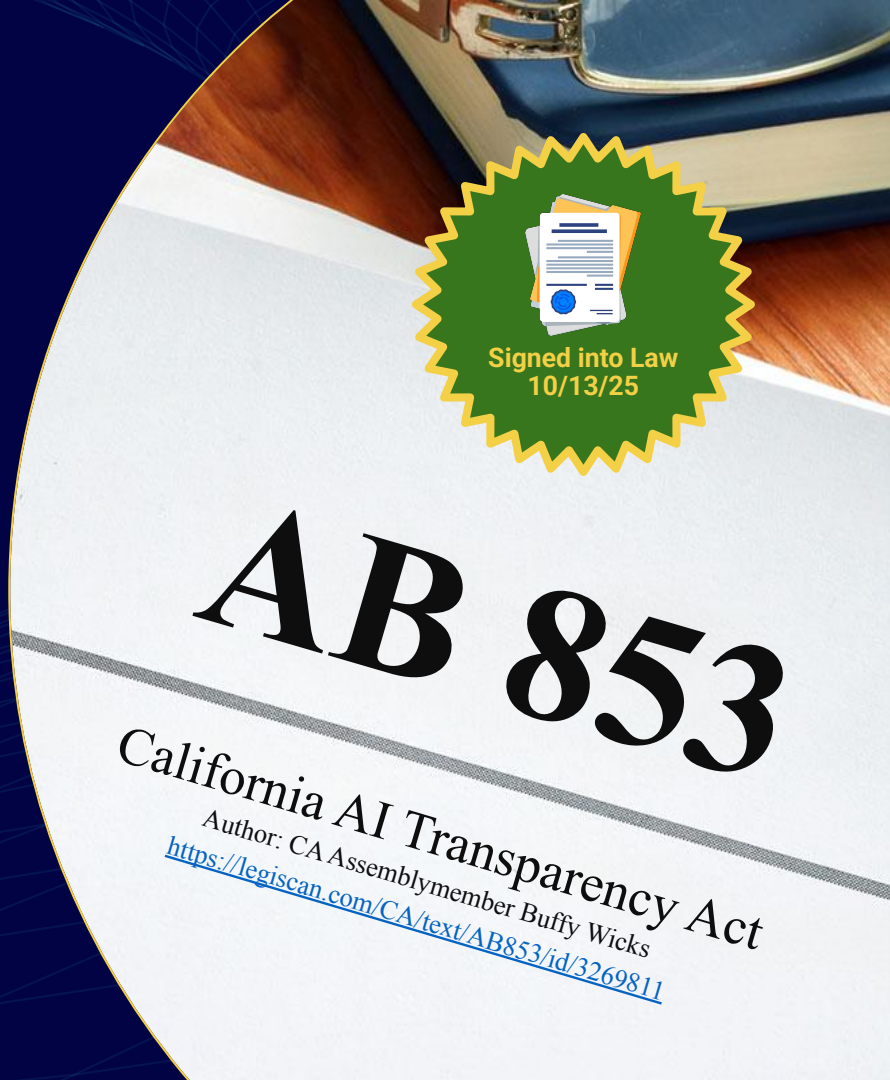
Summary:

Expands California's AI transparency framework by requiring large online platforms (2M+ monthly users) to detect and maintain provenance data on distributed content, and mandates that recording devices sold in California provide the option to embed provenance information at the point of capture.

Impact on SAG-AFTRA Performers:

- Large social media and streaming platforms must actively detect and preserve provenance data
- Cameras and recording devices will offer built-in provenance embedding
- Platforms must provide user interfaces showing when content was AI-generated or substantially altered

LINK to the bill ⇒ CLICK HERE FOR AB 853



CA–AB 683

California AI Transparency Act (Expansion)

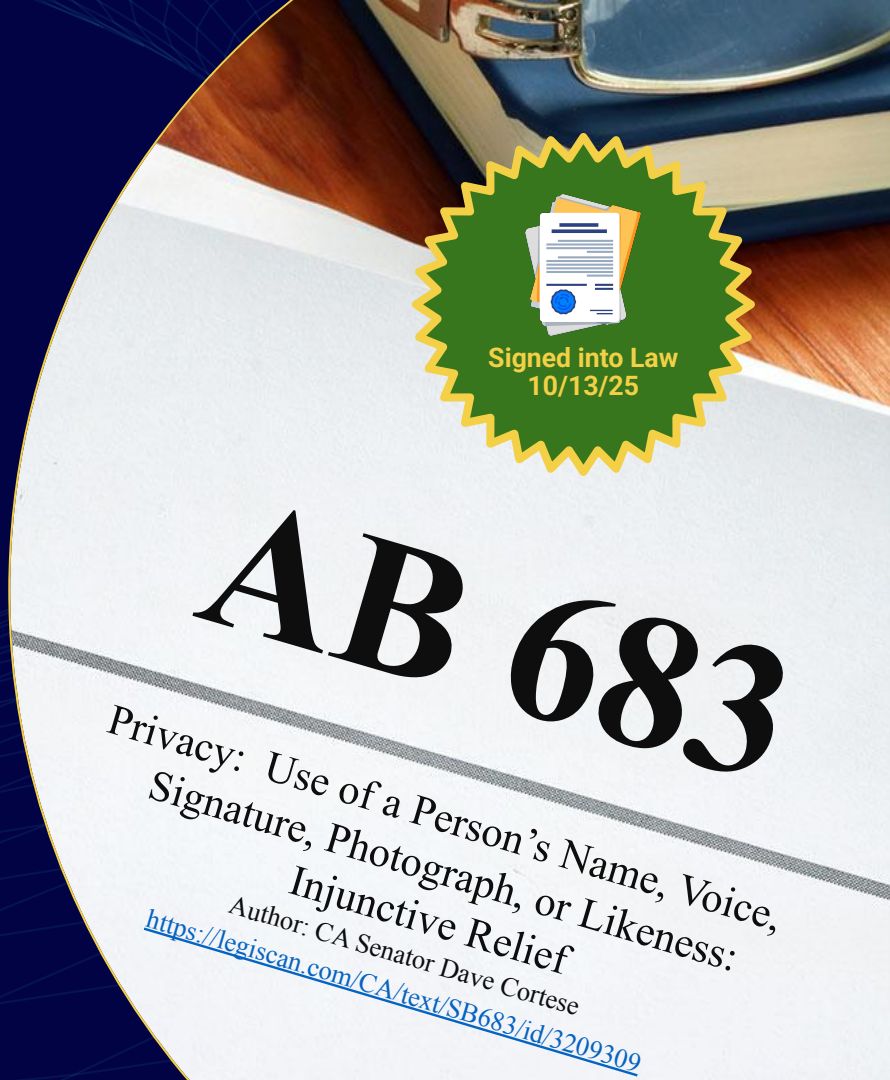
Summary:

Amends California Civil Code Section 3344 to provide expedited injunctive relief for victims of unauthorized use of their name, voice, signature, photograph, or likeness. Ability to seek a temporary restraining order or injunction to immediately stop ongoing violations. The respondent must comply within two business days if TRO granted by court.

Impact on SAG-AFTRA Performers:

- Performers can now seek emergency court orders to stop unauthorized use of their digital identity (including AI-generated replicas) within 2 business days
- Works alongside existing damage remedies (Civil Code 3344)

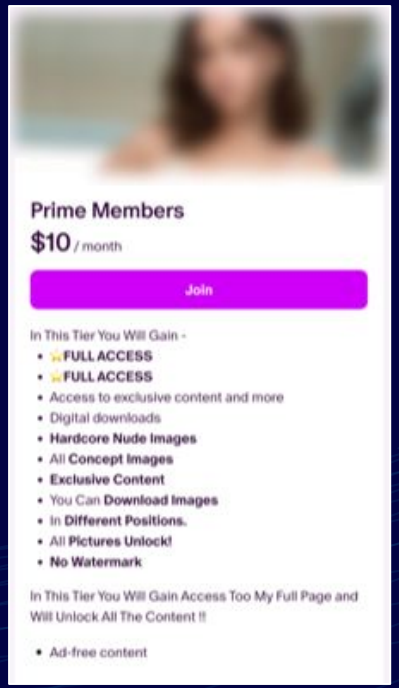
LINK to the bill ⇒ CLICK HERE FOR AB 683



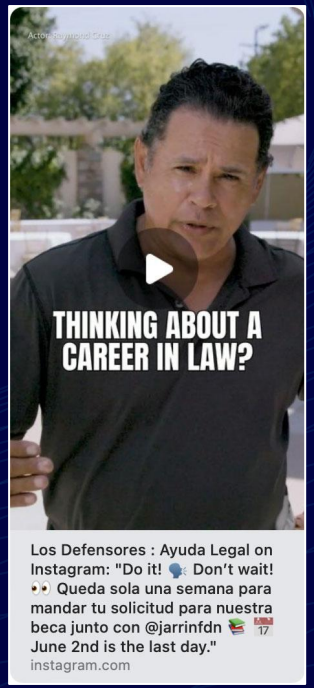
Takedowns

Bye-Bye Section 230

Amy Adams
Ana de Armas
Millie Bobby Brown
Emilia Clarke
Billie Eilish
Anne Hathaway
Scarlett Johansson
Angelina Jolie
Elizabeth Olsen
Jenna Ortega
Christina Ricci
Margot Robbie
Sydney Sweeney
Kristen Stewart
Emma Stone
Taylor Swift
Natalia Dyer
Emma Watson



Russian Patreon Site 2024
Removal Next Day
Discovered 6/25/24, removed 6/26/24



Actor Raymond Cruz Deepfake 2024
Five months to remove from Instagram
Discovered 6/28/24, removed 11/17/24

END OF PRESENTATION

CA–SB 1047

Safe and Secure Innovation for Frontier Artificial Intelligence Models Act

Summary:

Establishes protocols for the safe development of AI, requiring regular reporting and accountability from developers. It aims to create a safe framework for AI innovation, preventing misuse.

Impact on SAG-AFTRA Performers:

- Introduces safeguards against the unethical use of performers' likenesses.
- Provides a structure for performers to have recourse if their images or voices are used without permission.

Notes:

- We call SB 1047 the "Anti-Armageddon" bill, because it aims to make the big AI companies (OpenAI, Anthropic, etc.) face transparency and accountability for the large models they create.
- Lots of resistance from the tech industry and US Congress via tech lobby

LINK to the bill ⇒ CLICK HERE FOR SB 1047

9/29/24 Vetoed by Governor Newsom



CA–AB 3211

California Provenance, Authenticity and Watermarking Standards

Summary:

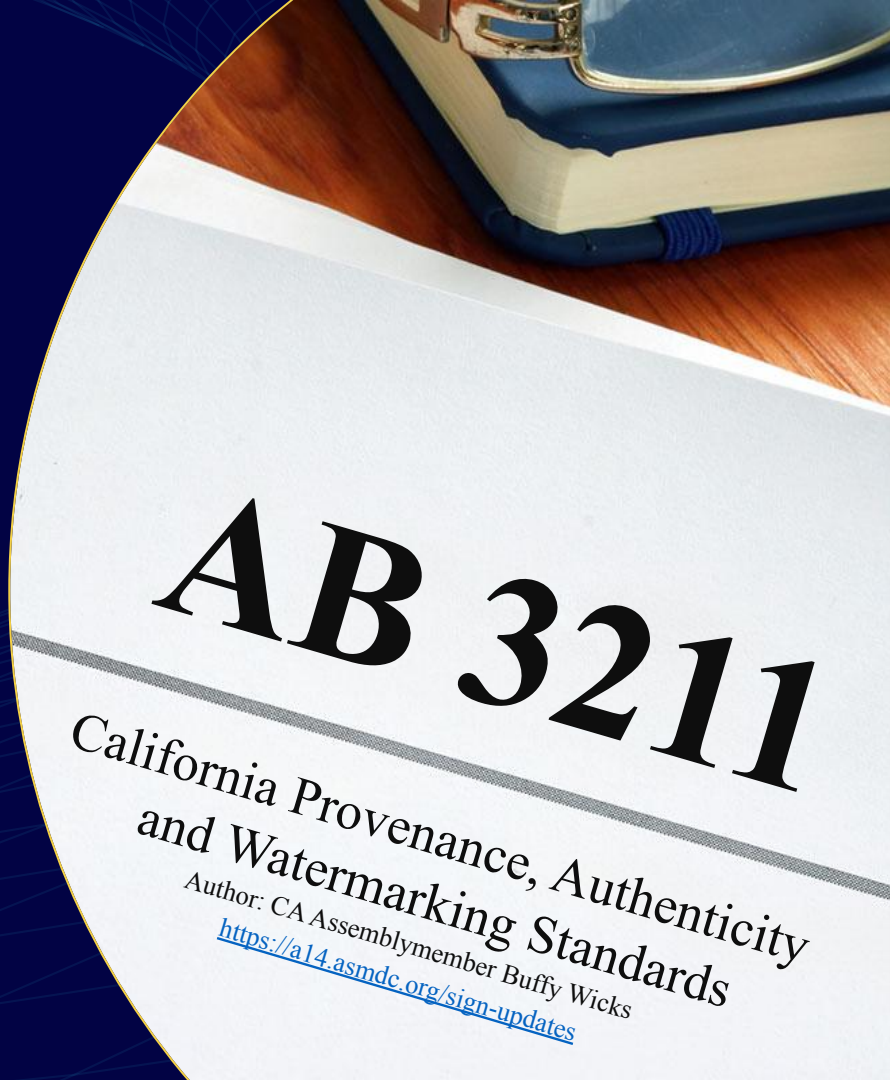
Requires AI-generated content to be watermarked and clearly labeled, making it easier to track and manage the use of digital content. In-device watermarking mandated on new cameras, microphones, etc.

Impact on SAG-AFTRA Performers:

- Can aid performers track the use of their likenesses and ensure authenticity.
- Helps prevent unauthorized and fraudulent use of a performer's digital identity.

LINK to the bill ⇒ CLICK HERE FOR AB 3211

08/31/24 Ordered to inactive file at the request of Senator Gonzalez.



CA–SB 970

Artificial Intelligence Technology

Summary:

Expands the definitions related to AI and synthetic voices and images, specifying that their misuse is considered false impersonation. This bill seeks to clarify the legal status of AI-generated content, aligning it with existing laws against impersonation and fraud.

Impact on SAG-AFTRA Performers:

- Helps protect performers from being misrepresented by AI-generated synthetic voices or images.
- Provides a framework for legal action if a performer's likeness is used without consent, ensuring accountability.

LINK to the bill ⇒ CLICK HERE FOR SB 970

2024-05-06 - Senate - Placed on suspense file (Y: 7 N: 0 NV: 0 Abs: 0) [PASS]



CA–SB 926

Crimes: Distribution of Intimate Images

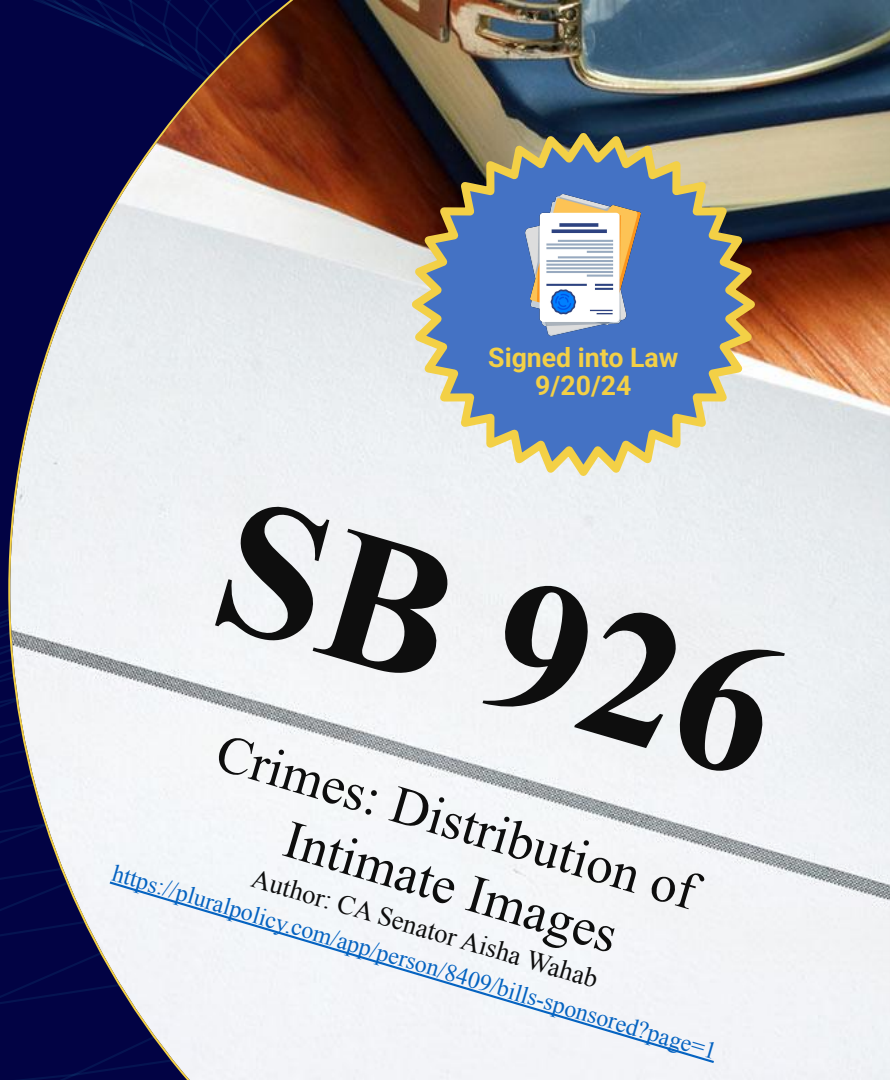
Summary:

Criminalizes the creation and distribution of AI-generated intimate images without consent, expanding protections under existing privacy laws.

Impact on SAG-AFTRA Performers:

- Provides legal protections against the unauthorized use of intimate images, offering recourse for performers whose images are exploited.

LINK to the bill ⇒ CLICK HERE FOR SB 926



CA–AB 1008

California Consumer Privacy Act Amendment: Personal Information Definition

Summary:

Amends the California Consumer Privacy Act (CCPA) to specify that personal information can exist in various formats, including physical, digital, and abstract digital formats. This clarification expands the understanding of what constitutes personal information under California privacy law.

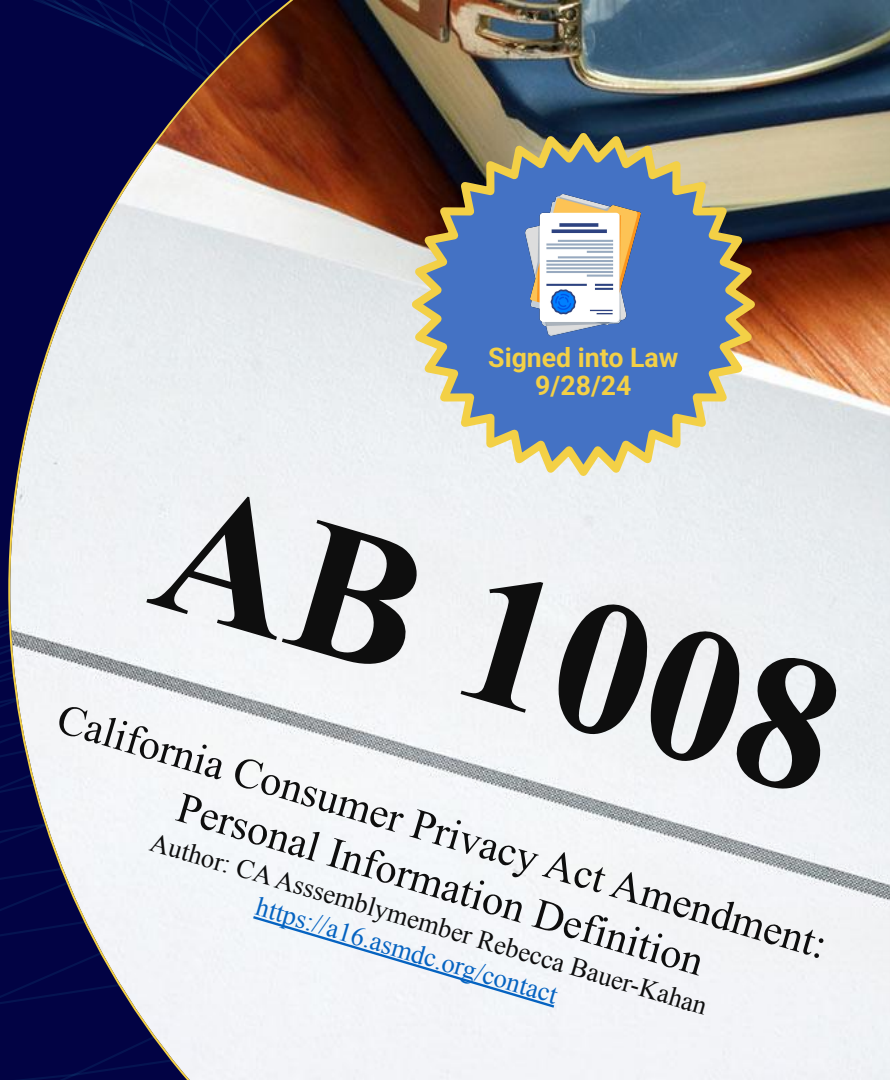
Impact on SAG-AFTRA Performers:

- Could potentially encompass the data used to create digital replicas of performers.
- Ensures that performers' data is protected regardless of how it's stored or processed (e.g., paper documents, digital files, AI systems).

Notes:

- This amendment expands the definition of personal information to include AI-generated or AI-inferred data about individuals. It can protect performers from unauthorized use of AI-created content that mimics their likeness, voice, or personal attributes.

LINK to the bill ⇒ CLICK HERE FOR AB 1008



CA–SB 896

Generative AI Accountability Act

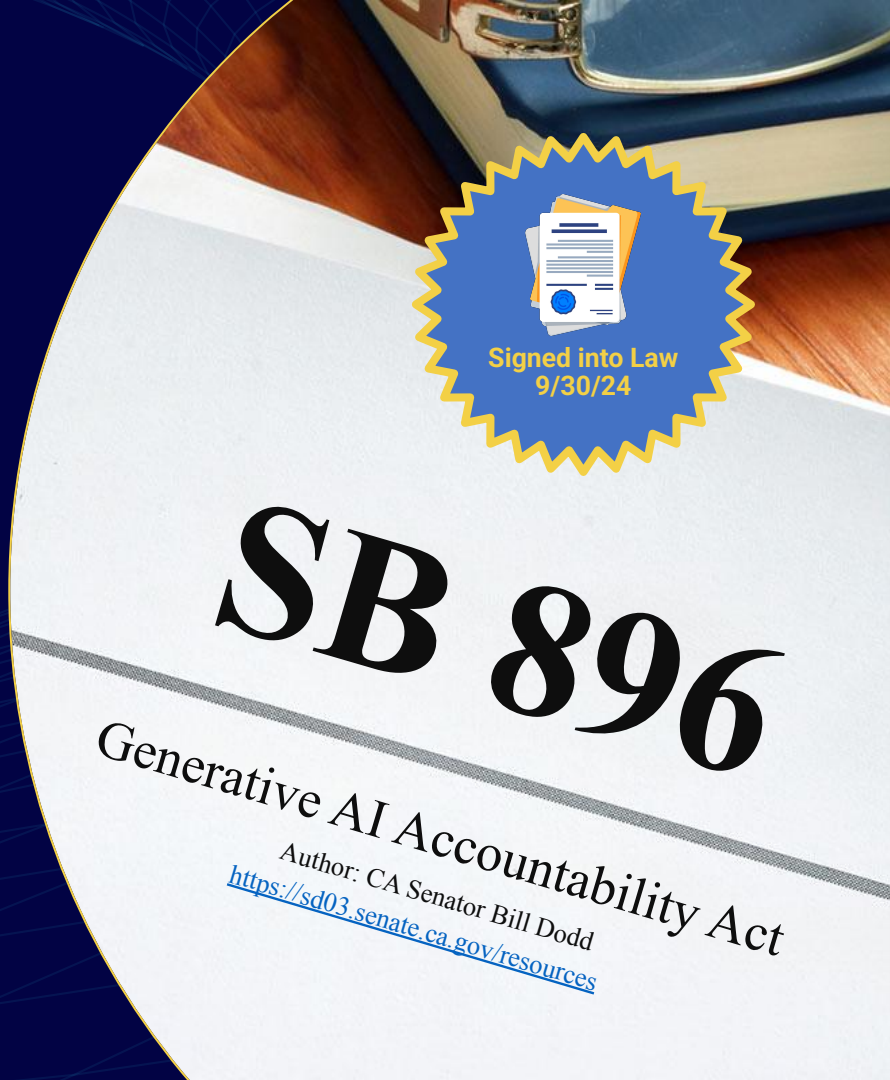
Summary:

Mandates state agencies to assess and report on the risks and management of AI technologies, emphasizing transparency and accountability in their use. It aims to ensure that AI communications are clearly marked and provide avenues for human interaction.

Impact on SAG-AFTRA Performers:

- Enhances protection against deceptive AI practices, such as deepfakes.
- Promotes transparency, ensuring performers know when and how their likenesses are used by AI systems.

LINK to the bill ⇒ CLICK HERE FOR SB 896



CA–AB 1831

Crimes: Child Pornography

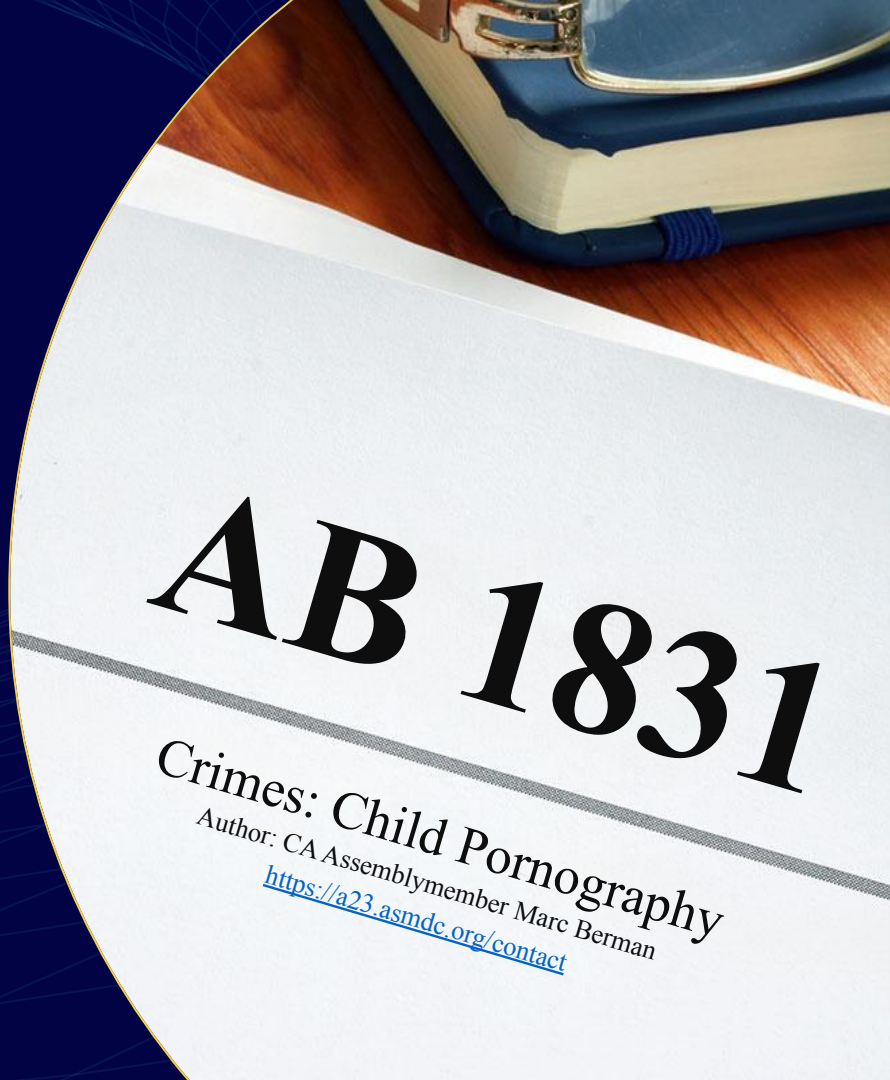
Summary:

Amends existing laws to include AI-generated imagery, addressing the use of artificial intelligence to create or distribute child pornography. The bill expands the legal definition to cover depictions of minors engaged in sexual conduct through AI or computer-generated means, thereby enhancing legal measures against such exploitation.

Impact on SAG-AFTRA Performers:

- Strengthens protections for minors in the entertainment industry from being exploited through new technologies.
- Supports broader industry standards and practices that safeguard ethical use of technology, indirectly benefiting all performers by promoting responsible content creation.

LINK to the bill ⇒ CLICK HERE FOR SB 1831



NO FAKES Act

US Congress

Summary:

Strengthens protections for individuals' voice and visual likenesses against unauthorized digital manipulation, ensuring that their digital identities are safeguarded.

Impact on SAG-AFTRA Performers:

- Enhances the ability of performers to control and protect their digital likenesses from unauthorized use, ensuring their images and voices aren't exploited without proper compensation or consent.
- Supports the legal framework that recognizes and prosecutes the unauthorized use of a performer's digital identity, thereby safeguarding their personal and professional interests.

Notes:

- Strongly influenced by SAG-AFTRA legal staff.
- This bill defines a "digital replica" at the Federal level, naming it a property right like intellectual property
- Movement (PCAP) not in the legislation

LINK to the bill ⇒ CLICK HERE FOR THE NO FAKES ACT



COPIED Act

US Congress

Summary:

Requires AI-generated content to include machine-readable content provenance information (e.g. watermark) to trace its origin and authenticity. Prohibits tampering with or removing this information, especially when AI uses existing copyrighted content for training without consent.

Impact on SAG-AFTRA Performers:

- Protects performers' digital likenesses, voices, and content from unauthorized use or modification.
- Ensures that AI companies cannot train their systems using performers' content without express consent, thus safeguarding their professional rights and compensation.

Notes:

- Strongly influenced by SAG-AFTRA legal staff.
- Introduces content provenance as a standard, enforced by the FTC.
- May allow future labor metadata for tracking and monetizing.

LINK to the bill ⇒ CLICK HERE FOR THE COPIED ACT

