
A BILL FOR AN ACT

RELATING TO PUBLICITY RIGHTS.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Section 482P-1, Hawaii Revised Statutes, is
2 amended as follows:

3 1. By adding two new definitions to be appropriately
4 inserted and to read:

5 ~~"Artificial intelligence" has the same meaning as defined~~
6 ~~in section 11-303.~~

7 ~~"Artificial intelligence deepfake" means any image, audio,~~
8 ~~video, or other media that:~~

9 ~~(1) Is entirely created using artificial intelligence and~~
10 ~~would falsely appear to a reasonable person to be~~
11 ~~authentic; or~~

12 ~~(2) Is materially altered by artificial intelligence and~~
13 ~~the alteration would cause a reasonable person to have~~
14 ~~a fundamentally different understanding of the altered~~
15 ~~media when comparing it to an unaltered version."~~

16 2. By amending the definition of "likeness" to read:



1 ""Likeness" means an image, photograph, painting,
2 sketching, model, diagram, artificial intelligence deepfake, or
3 other recognizable representation of an individual's face or
4 body, and includes, in the case of a personality, a
5 characteristic."

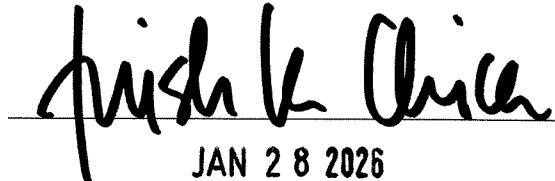
6 SECTION 2. This Act does not affect rights and duties that
7 matured, penalties that were incurred, and proceedings that were
8 begun before its effective date.

9 SECTION 3. New statutory material is underscored.

10 SECTION 4. This Act shall take effect upon its approval.

11

INTRODUCED BY:


JAN 28 2026



H.B. NO. 2607

Report Title:

Artificial Intelligence; Deepfakes; Publicity Rights

Description:

Protects a person's right to publicity from artificial intelligence deepfakes.

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