

JAN 21 2026

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:



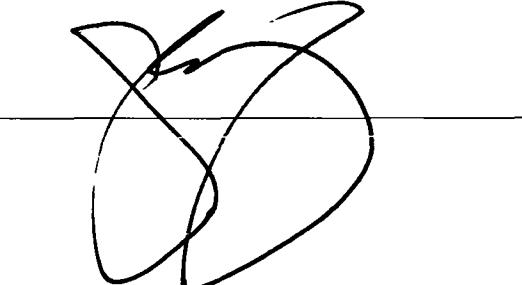
1 ""Likeness" means an image, photograph, painting,
2 sketching, model, diagram, artificial intelligence deepfake, or
3 other recognizable representation of an individual's face or
4 body, and includes, in the case of a personality, a
5 characteristic."

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: 



S.B. NO. 2076

Report Title:

Artificial Intelligence; Deepfakes; Publicity Rights

Description:

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

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