

---

---

# A BILL FOR AN ACT

RELATING TO ARTIFICIAL INTELLIGENCE.

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

1 PART I

2 SECTION 1. The legislature finds that deepfake technology  
3 enables the realistic digital imitation of an individual's  
4 voice, face, likeness, and performance. The legislature further  
5 finds that malicious uses of deepfake technology have been  
6 documented in identity theft, fraud, election interference,  
7 cyberbullying, and non-consensual pornography. Victims often  
8 face reputational, financial, and emotional harm, with detection  
9 rates for the use of deepfake imitations as low as sixty-two per  
10 cent even among experts.

11 The legislature additionally finds that federal law  
12 addresses limited scenarios of the malicious use of deepfake  
13 technology, including explicit content targeting minors, but  
14 leaves broad gaps in consumer and reputational protection.  
15 Furthermore, the legislature finds that the State has a  
16 compelling interest in preventing fraud, identity theft,  
17 defamation, and emotional distress while also protecting lawful



1 speech. Moreover, the legislature finds that it is important to  
2 protect Hawaii residents from identity-based harm caused by the  
3 malicious use of artificial intelligence (AI) and synthetic  
4 media while safeguarding constitutional rights to free  
5 expression, parody, satire, and journalism.

6 Therefore, the purpose of this part is to:

- 7 (1) Prohibit certain harmful uses of AI-generated
- 8 likenesses;
- 9 (2) Mandate disclosure for realistic AI depictions; and
- 10 (3) Provide civil remedies for individuals injured by
- 11 unauthorized uses of AI.

12 SECTION 2. The Hawaii Revised Statutes is amended by  
13 adding a new chapter to be appropriately designated and to read  
14 as follows:

15 **"CHAPTER**

16 **ARTIFICIAL INTELLIGENCE; DIGITAL IMITATION; PERSONAL LIKENESS;**

17 **PROTECTIONS**

18 § -1 **Definitions.** As used in this chapter:

19 "Advertisement" means a message published in any medium  
20 that aids, promotes, or assists, directly or indirectly, a  
21 product, service, or commercial transaction.



1 "Artificial intelligence" or "AI" means a machine-based  
2 system that can, for a given set of human-defined objectives,  
3 make predictions, recommendations, or decisions influencing real  
4 or virtual environments, and that uses machine and human-based  
5 inputs to:

6 (1) Perceive real and virtual environments;

7 (2) Abstract perceptions of real and virtual environments  
8 into models through analysis in an automated manner;  
9 and

10 (3) Use model inference to formulate opinions for  
11 information or action.

12 "Consent" means express, written permission from a depicted  
13 individual or the depicted individual's authorized  
14 representative.

15 "Digital imitation" means any AI-generated or computer-  
16 synthesized depiction, audio, or video that realistically  
17 appears to portray an actual individual's voice, face, likeness,  
18 or performance.

19 "Harm" includes reputational injury, financial loss,  
20 emotional distress, or misappropriation of identity for  
21 commercial gain.



1 "Publish" means to display, present, or release to the  
2 public, or cause to be displayed, presented, or released to the  
3 public.

4 "Realistic" means so lifelike that a reasonable person  
5 would believe that a depiction, audio, or video that appears to  
6 portray an actual individual's voice, face, likeness, or  
7 performance is authentic.

8 § -2 **Prohibited acts.** It shall be unlawful for any  
9 person to knowingly publish a realistic digital imitation of an  
10 identifiable individual without that individual's consent if the  
11 imitation:

- 12 (1) Is used in connection with a commercial transaction or  
13 advertisement;
- 14 (2) Causes legally cognizable harm; or
- 15 (3) Is used to commit fraud, defamation, harassment, or  
16 other unlawful acts.

17 § -3 **Disclosure; requirement.** (a) Any realistic  
18 digital imitation that is published without the depicted  
19 individual's consent shall include a clear and conspicuous  
20 disclosure that it is generated or altered by artificial  
21 intelligence, unless exempted by section -4.



- 1 (b) The disclosure required under subsection (a) shall be:
- 2 (1) Visible for video depictions or images;
- 3 (2) Audible for audio recordings; and
- 4 (3) Expressed in plain language, such as "This is an AI-
- 5 generated depiction and not an authentic recording of
- 6 [person].".

7 § -4 **Exemptions.** This chapter shall not apply to

8 content generated or altered by artificial intelligence that is:

- 9 (1) A form of parody, satire, commentary, or political
- 10 expression, as permitted by law; provided that the
- 11 content is not intended to deceive a reasonable person
- 12 into believing that it is authentic; and
- 13 (2) News reporting, where the content generated or altered
- 14 by artificial intelligence is used to illustrate a
- 15 story and is clearly disclosed as altered or
- 16 simulated.

17 § -5 **Civil actions; civil remedies.** (a) If:

- 18 (1) A realistic digital imitation of an individual is
- 19 published in violation of section -2 without the
- 20 individual's consent; and



1           (2) The realistic digital imitation is not exempted under  
2           section -4,  
3 the individual or the individual's estate, for up to ten years  
4 after the death of the individual, may bring an action for civil  
5 remedies pursuant to subsection (b); provided that nothing in  
6 this section shall be construed to extend the period of  
7 limitation under chapter 657 applicable to the action in this  
8 subsection.

9           (b) In accordance with subsection (a), an individual or an  
10 individual's estate may bring a civil action for:

- 11           (1) Injunctive relief, including an order to remove or  
12           cease distribution of the realistic digital imitation;  
13           (2) Monetary damages of up to \$50,000 per violation;  
14           (3) Recovery of actual damages, including for reputational  
15           injury and emotional distress;  
16           (4) Punitive damages, where malice is proven; and  
17           (5) Reasonable attorney's fees and court costs.

18           (c) A cause of action for injunctive or other equitable  
19 relief may be brought by the attorney general in instances in  
20 which the distribution of realistic digital imitations involves  
21 broad public interest or widespread harm. This subsection shall



1 not be construed to limit the right of an individual or  
2 individual's estate, if applicable, to bring a civil action  
3 pursuant to subsection (b).

4 (d) This section shall not limit or preclude the  
5 individual or individual's estate, if applicable, from pursuing  
6 any other available remedy.

7 (e) This chapter shall apply to the fullest extent  
8 permitted by federal law."

9 PART II

10 SECTION 3. The Hawaii Revised Statutes is amended by  
11 adding a new chapter to be appropriately designated and to read  
12 as follows:

13 "CHAPTER

14 ARTIFICIAL INTELLIGENCE; SYNTHETIC PERFORMERS;

15 ADVERTISING; DISCLOSURE

16 § -1 Definitions. As used in this chapter:

17 "Artificial intelligence", "artificial intelligence  
18 technology", or "AI" means a machine-based system that can, for  
19 a given set of human-defined objectives, make predictions,  
20 recommendations, or decisions influencing real or virtual  
21 environments, and that uses machine and human-based inputs to:



- 1 (1) Perceive real and virtual environments;
- 2 (2) Abstract perceptions of real and virtual environments
- 3 into models through analysis in an automated manner;
- 4 and
- 5 (3) Use model inference to formulate opinions for
- 6 information or action.

7 "Artificial intelligence", "artificial intelligence

8 technology", or "AI" includes but is not limited to systems that

9 use machine learning, large language model, natural language

10 processing, and computer vision technologies, including

11 generative artificial intelligence.

12 "Generative artificial intelligence" means a class of

13 artificial intelligence models that are self-supervised and

14 emulate the structure and characteristics of input data to

15 generate derived synthetic content, including but not limited to

16 images, videos, audio, text, and other digital content.

17 "Synthetic performer" means a digitally created asset

18 created, reproduced, or modified by computer, using generative

19 artificial intelligence or a software algorithm, that is

20 intended to create the impression that the asset is engaging in



1 an audiovisual or visual performance of a human performer who is  
2 not recognizable as any identifiable natural performer.

3       **§ -2 Advertising.** Any person engaged in the business of  
4 dealing in any property or service who, for any commercial  
5 purpose, produces or creates an advertisement with respect to  
6 the property or service, in any medium or media in which the  
7 advertisement appears, shall conspicuously disclose in the  
8 advertisement that a synthetic performer is in the  
9 advertisement, where the person has actual knowledge.

10       **§ -3 Non-applicability of this chapter.** (a) This  
11 chapter shall not apply to advertisements and promotional  
12 materials for expressive works, including but not limited to  
13 motion pictures, television programs, streaming content,  
14 documentaries, video games, or other similar audiovisual works;  
15 provided that the use of a synthetic performer in the  
16 advertisement or promotional material is consistent with its use  
17 in the expressive work.

18       (b) This chapter shall not apply to advertisements and  
19 promotional materials under any of the following conditions:

20       (1) Audio advertisements; or



1 (2) Where the use of artificial intelligence solely  
2 involves the language translation of a human  
3 performer.

4 (c) This chapter shall not apply to any medium used for  
5 advertising, including but not limited to newspapers, magazines,  
6 television networks and stations, streaming services, cable  
7 television systems, and transit advertisements, by whom any  
8 advertisement or solicitation in violation of this chapter is  
9 published or disseminated.

10 (d) Nothing in this chapter shall be construed to limit or  
11 expand the protections conferred by title 47 United States Code  
12 section 230 on an interactive computer service for content  
13 provided by another information content provider.

14 § -4 **Civil penalties.** Any person who violates this  
15 chapter shall be civilly fined:

16 (1) \$1,000 for a first violation; and

17 (2) \$5,000 for a second and any subsequent violation."

18 PART III

19 SECTION 4. If any provision of this Act, or the  
20 application thereof to any person or circumstance, is held  
21 invalid, the invalidity does not affect other provisions or



1 applications of the Act that can be given effect without the  
2 invalid provision or application, and to this end the provisions  
3 of this Act are severable.

4 SECTION 5. This Act does not affect rights and duties that  
5 matured, penalties that were incurred, and proceedings that were  
6 begun before its effective date.

7 SECTION 6. This Act shall take effect on July 1, 3000.



**Report Title:**

Artificial Intelligence; Realistic Digital Imitations;  
Protections for Individuals; Synthetic Performers; Advertising;  
Disclosure

**Description:**

Part I: Prohibits certain harmful uses of and mandates disclosure for realistic digital imitations generated by artificial intelligence (AI). Establishes certain exemptions. Provides for civil actions and civil remedies for individuals injured by unauthorized AI-generated realistic digital imitations. Part II: Requires the disclosure of the use of synthetic performers in advertising. Establishes civil fines. Effective 7/1/3000. (HD2)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

