Chair
JENNIFER STOTTER

Commissioners
EDIE IGNACIO NEUMILLER | STACEY MONIZ
ROSE MEDINA KEMNA | MELISSA SOTELO

Executive Director
LLASMIN CHAINE

HAWAII STATE COMMISSION

ON THE STATUS OF WOMEN

February 4, 2026

Position: **SUPPORT of HB2607**, Relating to Publicity Rights

To: Representative Greggor Ilagan, Chair
Representative Ikaika Hussey, Vice Chair
Members of the House Committee on Economic Development and Technology

From: Llasmin Chaine, LSW, Executive Director, Hawaii State Commission on the Status of Women

Re: Testimony in SUPPORT of HB2607, Relating to Publicity Rights

Hearing: Friday, February, 6, 2026, 8:30 a.m.
Conference Room 423, State Capitol

The Hawaii State Commission on the Status of Women supports this measure because it directly addresses the harmful uses of "deepfakes" and expands publicity rights protections to address this growing threat. **Artificial intelligence-generated deepfakes pose a threat to the privacy, safety, and dignity of women and girls in our state, and can be used to spread misinformation, commit fraud, or exploit individuals' likenesses for commercial gain**. As a statewide feminist government body, the Commission is committed to advancing equality and protecting women and girls from new forms of exploitation and abuse, including nonconsensual use of their likenesses.

Deepfake technology use has become widespread, enabling the creation of realistic manipulated images and videos, often targeting women and minors for harassment, sexual exploitation, and reputational harm. These practices can perpetuate gender-based violence, undermine survivors' recovery, and create lasting psychological and social consequences. **By protecting publicity rights from AI-generated deepfakes, this bill helps to close critical gaps in existing legal remedies and aligns with best practices for safeguarding individuals from digital abuse.**

The Commission recognizes that **the misuse of AI** to create nonconsensual images or videos **disproportionately affects women and girls**, further exacerbating existing inequalities and risks of victimization. Strengthening legal protections against such abuses aligns with the Commission's mission to foster a safer and more equitable environment for the women and girls of Hawaii. **This bill also complements ongoing efforts to address stalking, harassment, and trafficking that often intersect with digital exploitation.**

To maximize the bill's effectiveness, the Commission encourages public education initiatives to raise awareness about the harms of deepfakes and available remedies. We are grateful for the Legislature's ongoing efforts to protect the community from these technology abuses and violations of individuals' rights. I respectfully **urge this Committee to pass HB2607**. Thank you for this opportunity to submit testimony.

HAWAI'I CIVIL RIGHTS COMMISSION
KOMIKINA PONO KĪWILA O HAWAI'I

830 PUNCHBOWL STREET, ROOM 411, HONOLULU, HI 96813 ·PHONE: (808) 586-8636 · FAX: (808) 586-8655 · TDD: (808) 586-8692

Friday, February 6, 2026 8:30 a.m.
Conference Room 423 & Videoconference
State Capitol, 415 South Beretania Street

To: COMMITTEE ON ECONOMIC DEVELOPMENT & TECHNOLOGY
  Rep. Greggor Ilagan, Chair
  Rep. Ikaika Hussey, Vice Chair

From: Marcus L. Kawatachi, Executive Director of the Hawai'i Civil Rights Commission
  and HCRC Staff

Re: H.B. 2607 Relating to Publicity Rights
HCRC Staff Comments

While the Commission has not yet had the opportunity to meet and take an official position on H.B. 2607, the Hawai'i Civil Rights Commission (HCRC) staff provides following comments. The HCRC carries out the Hawai'i constitutional mandate that no person shall be discriminated against in the exercise of their civil rights. Art. I, Sec. 5. HCRC has enforcement jurisdiction over Hawai'i's laws prohibiting discrimination in employment (Chapter 378, Part I, HRS), housing (Chapter 515, HRS), public accommodations (Chapter 489, HRS), and access to state and state-funded services (HRS § 368-1.5).

Sexually explicit deepfake images have a disproportionate and harmful impact on women. Reporting by Barbara Rodriguez and Jasmine Mithani in the South Carolina Daily Gazette highlights how this technology is being used to target public officials, noting that more than two dozen members of Congress have been subjected to sexually explicit AI-generated

deepfakes.[1] The vast majority of those targeted are women. This pattern reflects a broader trend in which AI image abuse is used in gendered ways, often to harass, humiliate, or undermine women in public and professional life.

Adding new terms of Hawai'i's publicity rights statute of "artificial intelligence" and "artificial intelligence deepfake" names and frames the phenomena of the rapid creation and distribution of highly realistic synthetic images from large language models or neural networks trained to generate images, audio, video, or other media. Clarifying and strengthening legal protections in this scenario serves an important government interest and safety for the public. For these reasons, we respectfully ask the committee to support H.B. 2607 and Companion Bill S.B. 2076.

Mahalo for the opportunity to provide these comments.

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[1] Last accessed on 2.5.2026 at https://scdailygazette.com/2024/12/17/ai-enters-congress-sexually-explicit-deepfakes-target-women-lawmakers/.

HB-2607
Submitted on: 2/4/2026 10:58:27 AM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Pride at Work – Hawai'i	Pride at Work – Hawai'i	Support	Remotely Via Zoom

Comments:

Aloha Representatives,

Pride at Work – Hawai'i is an official chapter of *Pride at Work* which is a national nonprofit organization that represents LGBTQIA+ union members and their allies. We are an officially recognized constituency group of the AFL-CIO that organizes mutual support between the organized Labor Movement and the LGBTQIA+ Community to further social and economic justice.

Pride at Work – Hawai'i fully supports HB 2607.

We ask that you support this needed piece of legislation.

Mahalo,

Michael Golojuch, Jr. (he/him)
President
Pride at Work – Hawai'i

The House Committee on Economic Development & Technology
February 6, 2026
Room 423
8:30 AM

RE: **HB 2607, Relating to Publicity RIghts**

Attention: Chair Greggor Ilagan, Vice Chair Ikaika Hussey and members of the
                Committee

The University of Hawaii Professional Assembly (UHPA), the exclusive bargaining representative for all University of Hawaiʻi faculty members across Hawaiʻi's statewide 10-campus system, **supports HB 2607 with comments.**

This measure modernizes Hawaii's privacy and publicity laws to address the emerging challenges posed by artificial intelligence. By updating the definition of "likeness" to explicitly include "artificial intelligence deepfake," this measure provides necessary protection for individuals, including our faculty members, against the unauthorized use of their digital image and voice. Faculty members often serve as public experts, and their professional reputation is inextricably linked to their likeness and voice. The rise of realistic AI-generated media creates a significant risk of misuse, where a faculty member's image could be used to manufacture false endorsements or fabricate statements they never made. This legislation is a proactive step to ensure that our laws keep pace with technology, safeguarding the integrity of our members' identities and the credibility of their academic work.

Concern Regarding Scope. While UHPA strongly supports protecting our members from malicious deepfakes, UHPA notes that the definition of "Artificial intelligence deepfake" is quite broad. As the exclusive representative for faculty who may also research, teach, or study these technologies, we respectfully suggest that the committee consider whether this broad definition might inadvertently impact legitimate academic research or expression. We urge the committee to ensure that the application of these definitions safeguards personal rights without stifling the academic freedom necessary to study and understand this evolving technology.

With these considerations, UHPA supports the passage of HB 2607.

Respectfully submitted,

Christian L. Fern
Executive Director
University of Hawaii Professional Assembly

February 5, 2026

Greggor Ilagan, Chair
House Committee on Economic Development & Technology
Hawai'i State Legislature
Hawai'i State Capitol, Room 419
415 S. Beretania Street
Honolulu, HI 96813

Re: H.B. 2607 artificial intelligence deepfake regulation

Dear Chair Ilagan and members of the committee:

Chamber of Progress believes that, to the extent that states wish to regulate the use of digital replicas, the best vehicle for doing so is to create or modernize existing rights of publicity statutes like HI Rev Stat § 482P (2024). While that is the clear intent of HB 2607, we are concerned that the bill as written could create confusion.

Specifically, definition (1) of "artificial intelligence deepfake" defines the term as most appropriately and typically understood: AI-created media that "would falsely appear to a reasonable person to be authentic." Definition (2), however, also sweeps into the term's definition such media that reasonably would be perceived to be "fundamentally *different*" than an "unaltered version" of that media.

In addition to being vague and confusing for creators attempting to comply with the law, definition (2) could subject AI-generated "altered" media created for purposes protected by fair use under the Copyright Act, or more broadly by the First Amendment, to liability depending upon the text of other statutes that incorporate its new definitions now or in the future.

We recommend, therefore, that a third clause be added to the definition of an "artificial intelligence deepfake" making clear that "nothing in this section is intended to limit the scope of fair use under the federal Copyright Act [17 U.S.C. §107] or of speech protected by the First Amendment to the Constitution of the United States."

Chamber of Progress also respectfully requests that HB 2607 not be acted upon by the Committee unless and until the ambiguity it creates is resolved by amendment and additional language is added to safeguard all protected speech.

Thank you for the opportunity to submit these comments.

Sincerely,

Robert Singleton
Senior Director of Policy and Public Affairs, California and US West

HB-2607

Submitted on: 2/4/2026 7:51:23 AM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
William Caron	Individual	Support	Written Testimony Only

Comments:

Aloha Chair, Vice Chair, and Members of the Committee,

I am testifying in strong support of HB2607, which would protect every person in Hawaiʻi from the serious and growing threat of AI-generated deepfakes by strengthening the right to publicity.

We are facing a new frontier of digital harm. Artificial intelligence now allows anyone, with a few clicks, to create highly convincing but completely fake images and videos of real people— our friends, family, neighbors, and public figures. These deepfakes are not just benign parodies; they are powerful tools for fraud, harassment, reputational destruction, and psychological abuse.

The harms are profound and personal:

- Non-consensual deepfake pornography, which overwhelmingly targets women and children, inflicts devastating emotional trauma and violates bodily autonomy in the most intimate way imaginable.
- Politically motivated deepfakes—now openly embraced by the Trump Administration— can be deployed to spread disinformation, manipulate elections, and erode public trust by making it appear a candidate said or did something they did not.
- Fraudulent videos or audio clips can be used to impersonate family members in scams, damage professional reputations, and incite public unrest.

Current laws are woefully inadequate to address this 21st-century violation. The right to publicity—the right to control the commercial use of one's own identity, image, and likeness—is a foundational personal property right. HB2607 modernizes this right for the AI age by prohibiting the unauthorized use of a person's digital replica for any purpose, whether to create sexually explicit material, for commercial advantage, or to promote products or views without consent.

This legislation provides a critical and necessary legal pathway for victims to seek recourse and hold bad actors accountable. It sends a clear message that in Hawaiʻi, a person's identity is not free raw material for AI exploitation. Our digital selves deserve the same protection as our physical selves.

For the safety, dignity, and autonomy of every resident, I urge you to pass HB2607. We must act now to prevent our community from being undermined by synthetic media designed to deceive, defame, and harm.

Mahalo for the opportunity to testify.

HB-2607
Submitted on: 2/4/2026 8:36:18 AM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Katie Folio	Individual	Support	Written Testimony Only

Comments:

Aloha and thank you for taking the time to discuss this measure. With AI becoming more ubiquitous, and its misuse becoming more dangerous, I ask that you please pass this bill through your committee to help protect Hawai'i's citizens.

Mahalo nui loa,

Katie Folio

Kula, Maui

HB-2607
Submitted on: 2/4/2026 9:23:11 AM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Judy Taggerty-Onaga	Individual	Support	Written Testimony Only

Comments:

AI is very dangerous. Too much fraud, deception and theft has been allowed through the use of AI. Children and Kupuna are targeted and hurt in many ways. This has to STOP. Please protect the citizens of Hawai'i Nei.from AI fake dangerous use. Please do what's Pono.

Mahalo, Judy Taggerty-Onaga

HB-2607
Submitted on: 2/4/2026 9:58:21 AM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Laura Jennings	Individual	Support	Written Testimony Only

Comments:

I strongly support this measure! The public must be protected from the unauthorized use of our likenesses. Our legislators must proactively provide this protection. Waiting until more members of the public are negatively affected would be irresponsible.

HB-2607
Submitted on: 2/4/2026 10:03:28 AM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Daniel C. Smith	Individual	Support	Written Testimony Only

Comments:

I support HB2607 and urge its passage.

The bill makes it clear that using AI to fake someone's face or voice for money still requires their permission—just like using a real photo or recording would.

Please extend the bill to cover non-financial uses that would defame the individual being faked.

Daniel C. Smth

Pearl City

HB-2607
Submitted on: 2/4/2026 11:08:21 AM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Alis Rasmussen	Individual	Support	Written Testimony Only

Comments:

I cannot overstate how important it is to protect individuals and society from deepfakes and AI used as propaganda and as faked chat/people. George Orwell covered this pretty well in his novel 1984. I urge the legislature to protect people from what is a predatory system (up to and including non consensual use of images to create pornography and CSAM on sites like X). AI deepfakes are not "free speech"

HB-2607
Submitted on: 2/4/2026 12:29:08 PM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Rita Kama-Kimura	Individual	Support	Written Testimony Only

Comments:

Support HB2607 to " Protects a person's right to publicity from artificial intelligence deepfakes".

HB-2607
Submitted on: 2/4/2026 1:14:24 PM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Glen Kagamida	Individual	Support	Written Testimony Only

Comments:

SUPPORT

HB-2607
Submitted on: 2/5/2026 7:58:48 AM
Testimony for ECD on 2/6/2026 8:30:00 AM

Submitted By	Organization	Testifier Position	Testify
Candace Vizcarra	Individual	Support	Written Testimony Only

Comments:

 This bill makes it clear that using AI to fake someone's face or voice for money still requires their permission—just like using a real photo or recording would AND IT IS A VIOLATION OF BASIC CIVIL RIGHTS ACCORDING TO THE U.S. CONSTITUTION!!