

Department of Planning and Budget
2025 General Assembly Session
State Fiscal Impact Statement

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ORIGINAL

Bill Number: HB2462S1

Patron: Glass

Bill Title: Unauthorized use of name, portrait, voice, likeness, or picture of any person; digital replica; civil liability.

Bill Summary: Prohibits the unauthorized use of the voice or visual likeness of such individual, as well as the digital replica, defined in the bill. The bill provides that any platform that fails to promptly remove or disable access to every instance of an unauthorized digital replica upon receiving notice and having a reasonable opportunity to do so shall be liable for \$1,000 for each instance of such unauthorized digital replica that remains accessible. The bill also extends the statute of limitations from 20 years to 100 years after the death of an individual. The second enactment clause states that the provisions of this bill shall not become effective unless reenacted by the 2026 Session of the General Assembly.

Budget Amendment Necessary: No

Items Impacted: N/A

Explanation: This bill may impact the court system; any impact is indeterminate.

Fiscal Summary: Any impact to the court system is indeterminate.

Fiscal Analysis: This impact statement is preliminary. The bill adds the unauthorized use of voice, likeness, and digital replicas to prohibited acts under certain circumstances. Any impact to the court system is indeterminate.

Other: None.