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Blackburn, Coons, Salazar, Dean, Colleagues Introduce “NO FAKES Act” to Protect Individuals and Creators from Digital Replicas

WASHINGTON, D.C. – Today, U.S. Senators **Marsha Blackburn** (R-Tenn.), **Chris Coons** (D-Del.), **Thom Tillis** (R-N.C.), and **Amy Klobuchar** (D-Minn.), along with U.S. Representatives **Maria Salazar** (R-Fla.) and **Madeleine Dean** (D-Penn.), introduced the bipartisan ***Nurture Originals, Foster Art, and Keep Entertainment Safe (NO FAKES) Act*** to protect the voice and visual likenesses of individuals and creators from the proliferation of digital replicas created without their consent:

“While AI has opened the door to countless innovations, it has also exposed creators and other vulnerable individuals to online harms,” **said Senator Blackburn**. “Tennessee’s creative community is recognized around the globe, and the NO FAKES Act would help protect these individuals from the misuse and abuse of generative AI by holding those responsible for deepfake content to account.”

“Nobody—whether they’re Tom Hanks or an 8th grader just trying to be a kid—should worry about someone stealing their voice and likeness,” **said Senator Coons**. “Incredible technology like AI can help us push the limits of human creativity, but only if we protect Americans from those who would

use it to harm our communities. I am grateful for the bipartisan partnership of Senators Blackburn, Klobuchar, and Tillis, the support of colleagues in the House, and the endorsements of leaders in the entertainment industry, the labor community, and firms at the cutting edge of AI technology.”

“While AI presents extraordinary opportunities for technological advancement, it also poses some new problems, including the unauthorized replication of the voice and visual likeness of individuals, such as artists,” **said Senator Tillis**. “We must protect against such misuse, and I’m proud to co-introduce this bipartisan legislation to create safeguards from AI, which will result in greater protections for individuals and that which defines them.”

“Americans from all walks of life are increasingly seeing AI being used to create deepfakes in ads, images, music, and videos without their consent,” **said Senator Klobuchar**. “We need our laws to be as sophisticated as this quickly advancing technology. The bipartisan NO FAKES Act will establish rules of the road to protect people from having their voice and likeness replicated through AI without their permission.”

“In this new era of AI, we need real laws to protect real people,” **said Representative Salazar**. “The NO FAKES Act is simple and sacred: you own your identity—not Big Tech, not scammers, not algorithms. Deepfakes are digital lies that ruin real lives, and it’s time to fight back.”

“As AI’s prevalence grows, federal law must catch up—we must support technological innovation while preserving the privacy, safety, and dignity of all Americans,” **said Representative Dean**. “By granting everyone a clear, federal right to control digital replicas of their own voice and likeness, the NO FAKES Act will empower victims of deep fakes; safeguard human creativity and artistic expression; and defend against sexually explicit deepfakes. I’m grateful to work with a bipartisan group of colleagues on common sense, common ground regulations of this new frontier of AI.”

BACKGROUND

- With the rapid advance of generative artificial intelligence (AI), artists and creators have already begun to see their voices and likenesses used without their consent in videos and songs created as nearly indistinguishable replicas.

- In one high-profile [example](#), AI-generated replicas of the voices of pop stars Drake and The Weeknd were used to produce a viral song titled “Heart on My Sleeve,” generating hundreds of thousands of listens on YouTube, Spotify, and other streaming platforms before it was flagged as a fake and removed from the platforms.
- The harmful effects of unauthorized AI-generated content go far beyond celebrities. For [example](#), in Maryland, a Baltimore high school athletic director was arrested and charged after using AI to create a deepfake voice recording of the school’s principal that included racist and derogatory comments about students and staff – statements the principal never actually made.

NO FAKES ACT

The *NO FAKES Act* would address the use of non-consensual digital replications in audiovisual works or sound recordings by:

- Holding individuals or companies liable if they distribute an unauthorized digital replica of an individual’s voice or visual likeness;
- Holding platforms liable for hosting an unauthorized digital replica if the platform has knowledge of the fact that the replica was not authorized by the individual depicted;
- Excluding certain digital replicas from coverage based on recognized First Amendment protections; and
- Preempting future state laws regulating digital replicas.

Click [here](#) to read the bill text.

ENDORSEMENTS

This legislation is endorsed by the Recording Industry Association of America; Motion Picture Association; SAG-AFTRA; YouTube; Recording Academy; OpenAI; Warner Music Group; Universal Music Group; Sony Music; The Walt Disney Company; IBM; Vermillio; Hive; Independent Film & Television Alliance; WME; Creative Artists Agency; Human Artistry Campaign; National Association of Broadcasters; the Model Alliance; ASCAP; Nashville Songwriters Association International; the Authors Guild; the National Center on Sexual Exploitation; Television Academy; Enough is Enough; American Association of Independent Music; and more.

“This bill proves that we can prioritize the growth of AI and protecting American creativity at the same time. We applaud the Senate and House sponsors driving this legislation that provides balanced and effective protections for all individuals against exploitative uses of their voice and likeness while supporting free speech, reducing litigation and achieving the promise of AI technology,” **said Mitch Glazier, Recording Industry Association of America (RIAA) Chairman & CEO.**

“The NO FAKES Act thoughtfully establishes federal protections for performers from generative AI abuse while also respecting creators’ First Amendment rights and freedoms,” **said Charles Rivkin, Chairman and CEO of the Motion Picture Association (MPA).** “The MPA thanks Senators Blackburn, Coons, Klobuchar, and Tillis for re-introducing this bill. Specifically, we appreciate the inclusion of safeguards intended to prevent the chilling of constitutionally protected speech such as biopics, docudramas, parody, and satire. This is necessary for any new law to be durable. The MPA will continue to work closely with the bill’s sponsors as the NO FAKES Act makes its way into law.”

“In the age of digital clones, deepfakes can be devastating,” **said Duncan Crabtree-Ireland, National Executive Director and Chief Negotiator, SAG-AFTRA.** “We all deserve the right to demand platforms remove illegal voice and image clones, and to seek damages from those who intentionally cause harm. Thank you Senators Blackburn, Coons, Klobuchar, and Tillis for reintroducing the NO FAKES Act. As innovation continues to rapidly evolve, it’s time for commonsense legislation that defends individual rights.”

“For nearly two decades, YouTube has been at the forefront of handling rights management at scale, and we understand the importance of collaborating with partners to tackle these issues proactively. Now, we’re applying that expertise and dedication to partnership to ensure the

responsible deployment of innovative AI tools. We thank Senators Coons and Blackburn, and Representatives Salazar and Dean, for their leadership on the NO FAKES Act, which is consistent with our ongoing efforts to protect creators and viewers, and reflects our commitment to shaping a future where AI is used responsibly,” **said Leslie Miller, VP of Public Policy, YouTube.**

“The Academy is proud to represent and serve creators, and for decades, GRAMMYs on the Hill has brought music makers to our nation’s capital to elevate the policy issues affecting our industry. Today’s reintroduction of the NO FAKES Act underscores our members’ commitment to advocating for the music community, and as we enter a new era of technology, we must create guardrails around AI and ensure it enhances – not replaces – human creativity. We thank Senators Blackburn and Coons, and Representatives Dean and Salazar for their unwavering support on this issue, and we look forward to working alongside them to pass the NO FAKES Act this Congress,” **said Harvey Mason jr., CEO, Recording Academy.**

“OpenAI is happy to once again support the NO FAKES Act, which supports creators and artists. We applaud Senators Coons, Blackburn, Klobuchar, and Tillis for their leadership, and we look forward to working with the sponsors and fellow supporters as this legislation moves forward,” **said OpenAI Chief Global Affairs Officer Chris Lehane.**

“I applaud Senators Blackburn and Coons and Representatives Salazar and Dean for their leadership in introducing the NO FAKES Act. This bill reflects what can happen when tech and creative industries come together - foster cutting edge innovation while protecting human identity and artistry. We look forward to working with key members of the US Senate and House to help pass the NO FAKES Act this year,” **said Robert Kyncl, Warner Music Group CEO.**

“Universal Music Group applauds the reintroduction of the NO FAKES Act – landmark, bipartisan, bicameral legislation to address ‘deepfakes’ and other threats to individuals’ rights to control their own voice and visual likeness,” **said Universal Music Group.** “At once, this legislation secures First Amendment protections and takes a critical step to ensure all Americans can protect and control their own persona. We are grateful to the bill’s sponsors for their thoughtful leadership on this important issue.”

“Sony Music is proud to support the No FAKES Act to promote the ethical use of AI and give artists more control over their identity and creative expression,” **said Sony Music**. “Thank you to the Senate and House sponsors for continuing to champion this bipartisan legislation, which will provide meaningful protections against the unauthorized use of an artist’s voice and image. We look forward to working towards passage of this legislation allowing AI innovation and creativity to flourish.”

“Disney is pleased to support the reintroduction of the NO FAKES Act. We look forward to working with the sponsors to see this legislation enacted to ensure important and meaningful protections for individuals against misuse of their image and voice through AI while maintaining critical speech protections for legitimate storytelling rooted in the First Amendment,” **said the Walt Disney Company**.

“AI is now widely used across sectors, and as advancements continue, it’s vital to protect creators and individuals from potential deepfake risks,” **said Mike Harney, Vice President, Government & Regulatory Affairs, IBM**. “IBM supports the NO FAKES Act, which safeguards individuals from unauthorized AI replication of their images, voices, or likenesses. We thank Senators Coons, Blackburn, Klobuchar, and Tillis for their leadership on this important bipartisan legislation.”

“The NO FAKES Act makes a critical stride towards establishing NIL protections that deliver consent, credit, compensation, and control to all Americans,” **said Dan Neely, Co-Founder and CEO, Vermillio**. “With deepfakes representing only one piece of a much larger battle against unauthorized content, the entertainment industry must implement robust AI safeguards to protect American creativity, one of our most valuable assets. We appreciate the leadership of Senators Coons, Blackburn, Tillis, and Klobuchar, who recognize the essential role of cutting-edge technologies in delivering national security, protecting all citizens, and closing vulnerabilities that allow bad actors to misuse AI.”

“The development of AI-generated media and AI detection technologies must evolve in parallel,” **said Kevin Guo, CEO and cofounder of Hive**. “We envision a future where AI-generated media is created with permission, clearly identified, and appropriately credited. We stand firmly behind the NO FAKES Act as a fundamental step in establishing oversight while keeping pace with advancements in artificial intelligence to protect public trust and creative industries alike.”

“The Independent Film & Television Alliance® supports the NO FAKES Act and thanks lead sponsors Senators Coons and Blackburn, and sponsors Senators Klobuchar and Tillis, for their ongoing efforts to enact this bill,” **said Jean Prewitt, President and CEO, IFTA.** “This essential legislation establishes a standardized federal solution to prevent the unauthorized exploitation of an individual's voice, image and likeness, upholds crucial First Amendment safeguards to protect free speech, and includes an important preemption clause.”

“We view technology as a complement, not a substitute, for human artistry,” **said Christian Muirhead, Co-Chairman, WME.** “Guardrails must be put into place that ensure continued innovation while protecting our clients’ name, image, likeness, and voice. We thank Senators Coons, Blackburn, Tillis, and Klobuchar for recognizing the urgency of this issue, and will continue to work with them to ensure all artists and our clients remain at the center of this vital legislation.”

“As advancements in AI continue to move at an unprecedented pace, so too must our legal frameworks. We thank Senators Coons, Blackburn, Klobuchar, and Tillis for creating this legislation that ensures artists maintain control over how their name, image, likenesses, voice, and IP are used. These forward-thinking policies are an essential first step to navigating this new digital era, striking a critical balance between innovation and strong protections,” **said Bryan Lourd, CEO and Co-Chairman, Creative Artists Agency (CAA).**

“The Human Artistry Campaign stands for preserving essential qualities of all individuals – beginning with a right to your own voice and image. The NO FAKES Act is an important step towards necessary protections that also support free speech and AI development. The Human Artistry Campaign commends Senators Blackburn and Coons and Representatives Salazar, Dean, Moran, and Balint for shepherding bipartisan support for this landmark legislation, a necessity for every American to have a right to their own identity as highly realistic voice clones and deepfakes become more pervasive,” **said Dr. Moiya McTier, Human Artistry Campaign Senior Advisor.**

“NAB applauds Senators Blackburn and Coons for reintroducing the NO FAKES Act, which takes an important step toward protecting trusted broadcast journalists, local radio hosts and other on-air personalities from the unauthorized use of their voice, image or likeness. Broadcasters play a vital role in keeping communities informed, and the spread of deceptive deepfakes undermines both

individual rights and public trust. This bipartisan bill offers meaningful safeguards while respecting First Amendment protections, and we look forward to working with Congress to advance it,” **said the National Association of Broadcasters.**

“As AI adoption grows, workers whose livelihoods depend on their image face a new frontier of exploitation: their digital replica being used without consent. That’s why the Model Alliance is proud to endorse the NO FAKES Act, which will empower individuals to control their digital likeness,” **said Sara Ziff, Founding Director of Model Alliance.** “As image-based workers who lack union protection, models are the canary in the coal mine. Federal standards for AI use are urgently needed to protect all individuals, particularly those whose image is their livelihood.”

“American songwriters and other music creators need Congress to put human beings first and pass laws that ensure transparency, consent, compensation, credit, and global consistency when it comes to generative AI. ASCAP commends this bipartisan group of leaders for introducing legislation that recognizes the value of human creativity to AI development,” **said Elizabeth Matthews, CEO of the American Society of Composers, Authors and Publishers.**

“NMPA is proud to support the reintroduction of the No Fakes Act. In an era where artificial intelligence is rapidly reshaping the creative landscape, it is critical that we protect the rights of creators from exploitation, fraud, and misuse. We commend Senators Coons, Blackburn, Klobuchar, and Tillis for their leadership in protecting songwriters and artists from illicit theft of their work. By establishing new protections against the harmful use of digital replicas, the No Fakes Act will provide the necessary framework to ensure that AI serves as a tool to enhance creativity rather than undermine the rights of those who create it. We urge the Senate to move swiftly in passing this critical legislation and securing the protections the creative community deserves,” **said David Israelite, President and CEO, The National Music Publishers Association.**

“The NO FAKES Act is an extremely important part of the puzzle in protecting human creators in the age of generative Artificial Intelligence. We applaud Senators Blackburn and Coons for introducing this bill in recognition that it should be a person's right to protect their own voice and likeness and use it in only the ways they see fit. The Nashville Songwriters Association International (NSAI) strongly supports the NO FAKES Act and urges Congress to pass and enact this legislation

expeditiously in the interest of protecting our creators,” **said Jennifer Purdon Turnbow, COO of Nashville Songwriters Association International.**

“The Authors Guild thanks Senators Chris Coons, Marsha Blackburn, Thom Tillis, and Amy Klobuchar for introducing the NO FAKES Act,” **said Mary Rasenberger, CEO, Authors Guild.** “It marks a significant step in protecting creators’ rights to their own persona. By prohibiting the unauthorized use of AI-generated replicas in audiovisual and sound recordings and establishing clear legal guidelines and liability for misuse, this bill helps safeguard creators from unauthorized and unpaid uses of their images and voices.”

“Imagine waking up one morning to find your face or the face of someone you love manipulated into sexually explicit imagery—distributed online for the world to see. This is now the reality we face. The proliferation of nonconsensual digital depictions has exploded online: 98% of deepfake videos online today are pornographic, and 99% of these deepfakes explicitly target women. The NO FAKES Act offers vital relief for victims by providing a path to seek justice through civil remedies,” **said Haley McNamara, Senior Vice President of Strategic Initiatives and Programs, National Center on Sexual Exploitation.**

“Representing nearly 30,000 members across all disciplines of the television industry, the Television Academy supports the *NO FAKES Act* and applauds Senators Coons and Blackburn for working on this important bill. Television is built on the talent, creativity, and hard work of real people - writers, producers, and TV executives to camera operators and cinematographers who bring stories to life. As artificial intelligence and digital replication technologies evolve, it is essential to put in place meaningful protections that prevent the unauthorized and exploitative use of performers’ voices, likenesses, and creative expressions. The Television Academy supports the *NO FAKES Act* to establish clear federal protections that uphold the rights of television professionals and the creative foundation of the television industry,” **said the Television Academy.**

“Senator Blackburn (R) has long been a champion of protecting children and families from the harms of online exploitation and abuse and we proudly support her efforts, as well as her co-sponsor Senator Coons (D) in introducing the bi-partisan NO FAKES Act. As technology evolves exponentially, so do those who exploit these technologies at the expense of others. While artificial intelligence is increasingly relied upon to educate, inform, and create, it can also be used by bad actors to harm through the growing problem of ‘deepfakes’ and fraudulent unauthorized computer

generated recreations of an individual's voice or visual likeness. The NO FAKES Act would protect against such nonconsensual digital replications by providing harmed individuals with the ability to hold civilly liable those responsible for producing and distributing such content as well as the platforms who knowingly host such unauthorized content. AI can be a wonderful tool with vast benefits, but we must guard against its misuse to produce nonconsensual voice or visual replicas! No one is immune and we encourage Congress to move thoughtfully and aggressively forward to pass bi-partisan laws that prioritize the safety of both children and adults in the digital world,” **said Donna Rice Hughes, CEO/President of Enough Is Enough.**

“GenerativeAI development is moving at lightning speed, without the guardrails needed to make sure that artists who spend lifetimes developing their art don’t see their livelihoods eaten along with untold harm to the America’s creative culture. The NO FAKES Act would arm our community of over 550 independent labels with a new tool to combat the egregious theft of artists’ professional identities by big tech behemoths intent on winning at all costs. We are so thankful to our champions in the House and Senate for introducing the NO FAKES Act today,” **said Dr. Richard James Burgess, President and CEO of the American Association of Independent Music.**

RELATED

- [Senators Coons, Blackburn, Klobuchar, Tillis introduce bill to protect individuals’ voices and likenesses from AI-generated replicas](#)
- [Senators Coons, Blackburn, Klobuchar, Tillis announce draft of bill to protect voice and likeness of actors, singers, performers, and individuals from AI-generated replicas](#)

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