

## 1 AN ACT relating to privacy protection.

2 *Be it enacted by the General Assembly of the Commonwealth of Kentucky:*

3 ➔ SECTION 1. A NEW SECTION OF KRS CHAPTER 411 IS CREATED TO  
4 READ AS FOLLOWS:

5 (1) As used in this section:

6                   (a) "Consent" means the consent to transmission of a deep fake to a specific  
7                   *recipient or recipients;*

10           1. That appears to authentically depict any speech or conduct of an  
11            *individual who did not in fact engage in such speech or conduct;*

12        2. That is so realistic that a reasonable person would believe it depicts  
13        speech or conduct of an individual who did not in fact engage in such  
14        speech or conduct;

15           3. That does not contain adequate labeling or disclaimers such that a  
16           reasonable person would understand that it is not real speech or  
17           conduct; and

18           4. The production of which was substantially dependent upon technical  
19           means, rather than the ability of another individual to physically or  
20           verbally impersonate such individual;

25           (d) *"Information content provider"* means any person or entity that is  
26           *responsible, in whole or in part, for the creation or development of*  
27           *information provided through the internet or any other interactive computer*

1                   service; and

2                   (e) "Interactive computer service" means any information service, system, or  
3                   access software provider that provides or enables computer access by  
4                   multiple users to a computer server, including specifically a service or  
5                   system that provides access to the internet and such services offered or  
6                   systems operated by libraries or educational institutions.

7                   (2) It shall be unlawful for any natural person to willfully and knowingly  
8                   disseminate a deep fake of a depicted individual without the express, written  
9                   consent of the depicted individual.

10                   (3) Any natural person who violates subsection (2) of this section shall be personally  
11                   liable for:

12                   (a) Appropriate injunctive relief;  
13                   (b) Actual damages;  
14                   (c) Punitive damages;  
15                   (d) Court costs; and  
16                   (e) Reasonable attorney's fees.

17                   (4) A claim brought pursuant to this section may be asserted in any court of  
18                   competent jurisdiction.

19                   (5) Consent to the creation of a deep fake does not, by itself, constitute consent to its  
20                   distribution.

21                   (6) A person shall not be found liable under this section when:

22                   (a) The dissemination is made for the purpose of a criminal investigation or  
23                   prosecution that is otherwise lawful;  
24                   (b) The dissemination is for the purpose of, or in connection with, the reporting  
25                   of unlawful conduct;  
26                   (c) The dissemination is made in the course of seeking or receiving medical or  
27                   mental health treatment, and the image is protected from further

## **dissemination;**

2 (d) *The deep fake was obtained in a commercial setting for the purpose of the*  
3 *legal sale of goods or services, including the creation, dissemination, or*  
4 *distribution of artistic works for sale or display, and the depicted individual*  
5 *knew, or should have known, that a deep fake would be created and*  
6 *disseminated;*

7                   (e) The deep fake relates to a matter of public interest and dissemination serves  
8                   a lawful public purpose;

9                   (f) The dissemination is for legitimate scientific research or educational  
10                   

**purposes;**

11 (g) The dissemination is made for legal proceedings and is:

12        1. Consistent with common practice in civil proceedings necessary for  
13                    the proper functioning of the judicial system; or  
14        2. Protected by a court order which prohibits any further dissemination;  
15                    or

16                    (h) The deep fake was made for the purpose of parody, satire, or entertainment  
17                    and includes a disclosure that:

18 1. States that the material containing the deep fake does not accurately  
19 represent the speech or conduct of the person portrayed; and

20                   2.     *Is made in the following manner:*

21                   a. For visual media, the text of the disclosure shall be clear,  
22                    *conspicuous, and in a prominent location; or*

23        b. If the media consists of audio only and a visual disclosure is not  
24            feasible, the disclosure shall be read in a clearly spoken manner  
25            and in a pitch that can be easily heard by the average listener, at  
26            the beginning of the audio and the end of the audio.

27 (7) A provider or user of an interactive computer service shall not be treated as the

1        *publisher or speaker of any information provided by another information content*  
2        *provider.*

3        *(8) This section shall not be construed to impose liability on an interactive computer*  
4        *service when acting in its capacity as a provider of those services.*

5        *(9) This section shall not be construed to alter or negate any rights, obligations, or*  
6        *immunities of an interactive computer service provider under 47 U.S.C. sec. 230.*

7        *(10) This section shall not apply to:*

8        *(a) A radio or television broadcasting station, including a cable or satellite*  
9        *television operator, programmer, or producer, that broadcasts material*  
10        *containing deep fakes prohibited by this section as part of a bona fide*  
11        *newscast, news interview, news documentary, or on-the-spot coverage of a*  
12        *bona fide news event, if the broadcast clearly acknowledges through context*  
13        *or a disclosure, in a manner that can be easily heard or read by the average*  
14        *listener or viewer, that there are questions about the authenticity of the*  
15        *audio or visual media containing the deep fakes;*

16        *(b) A radio or television broadcasting station, including a cable or satellite*  
17        *television operator, programmer, or producer, when it is paid to broadcast*  
18        *material containing deep fakes; or*

19        *(c) A website or a regularly published newspaper, magazine, or other periodical*  
20        *of general circulation, including an internet or electronic publication, that*  
21        *routinely carries news and commentary of general interest, and that*  
22        *publishes material containing deep fakes prohibited by this section, if the*  
23        *publication clearly states that the material containing the deep fake does not*  
24        *accurately represent the speech or conduct of the person portrayed in the*  
25        *deceptive audio or visual media.*

26        ➔ SECTION 2. A NEW SECTION OF KRS CHAPTER 413 IS CREATED TO  
27        READ AS FOLLOWS:

1    An action filed pursuant to Section 1 of this Act shall be commenced within three (3)  
2    years after the cause of action accrued.

3    ➔ SECTION 3. A NEW SECTION OF KRS CHAPTER 519 IS CREATED TO  
4    READ AS FOLLOWS:

5    (1) As used in this section:

6       (a) "Deep fake" has the same meaning as in Section 1 of this Act; and  
7       (b) "Depicted individual" has the same meaning as in Section 1 of this Act.

8    (2) A natural person is guilty of disseminating a deep fake when he or she discloses  
9    or threatens to disclose a deep fake that has not been previously disclosed to the  
10    public:

11       (a) With the intent to harass, threaten, alarm, or cause substantial harm to the  
12       finances or reputation of the depicted individual;

13       (b) With actual knowledge or reckless disregard for whether such disclosure or  
14       threatened disclosure will cause physical, emotional, reputational, or  
15       economic harm to the depicted individual; or

16       (c) Whose creation, reproduction, or distribution could be reasonably expected  
17       to affect the conduct of any administrative, legislative, or judicial  
18       proceeding, including the administration or outcome of an election.

19    (3) Disseminating a deep fake is a Class D felony.

20    (4) A person is not guilty of disseminating a deep fake if any of the conditions set  
21    forth in subsection (6) of Section 1 of this Act are met.