

HOUSE BILL NO. 358

IN THE LEGISLATURE OF THE STATE OF ALASKA

THIRTY-THIRD LEGISLATURE - SECOND SESSION

BY REPRESENTATIVES CRONK, McCabe

Introduced: 2/20/24

Referred: Judiciary

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to use of artificial intelligence to create or alter a representation of the**
2 **voice or likeness of an individual."**

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 * **Section 1.** AS 45.50 is amended by adding a new section to read:

5 **Article 6A. Use of Artificial Intelligence to Represent an Individual.**

6 **Sec. 45.50.860. Unauthorized representation of voice or likeness.** (a) A
7 person may not use artificial intelligence to create or alter a voice representation or
8 likeness representation with the intent to cause harm.

9 (b) A person who violates this section is civilly liable to the individual
10 represented. If judgment is entered in favor of the individual, the court shall award
11 civil damages not to exceed \$2,000 for the first violation and not to exceed \$25,000
12 for a second or subsequent violation.

13 (c) In this section,

14 (1) "artificial intelligence" means a machine-based system designed to

1 operate with varying levels of autonomy that may exhibit adaptiveness after
2 deployment and that, for explicit or implicit objectives, infers how to generate outputs
3 from the input it receives;

4 (2) "individual" means a natural person;

5 (3) "likeness representation" means an actual or simulated image,
6 video, or other likeness of an individual that is readily identifiable as the individual;

7 (4) "voice representation" means an actual or simulated voice of an
8 individual that is readily identifiable as the individual.