



## Support the Nurture Originals, Foster Art, and Keep Entertainment Safe (NO FAKES) Act of 2024

### Original Sponsors:

Senators Chris Coons, Marsha Blackburn, Amy Klobuchar, & Thom Tillis

**It's time for Congress to act on AI-generated deepfakes and voice/image clones.** From the biggest entertainers to everyday Americans, nonconsensual voice and image clones can ruin careers, deceive families and friends, and traumatize victims. We need clear rules that empower individuals to control their own faces and voices while encouraging innovation and ensuring that the United States leads the world on AI.

- **The NO FAKES Act Gives Every American a First Ever Federal Property Right in Their Own Voice and Likeness** – protecting artists from “Fake Drake” style rip-offs and empowering all of us to fight back against abusive and manipulative deepfakes, including a right for families to protect their loved ones’ voice and image after they pass away.
- **Establishes Strong Federal Remedies** – empowering individuals to get platforms to quickly take down offensive deepfakes and the ability to seek damages from individuals who knowingly create or traffic in unconsented deepfakes and voice clones.
- **Preserves Existing State Law** – like Tennessee’s landmark ELVIS Act and other state remedies in place on January 2, 2025.
- **Protects Innovation & Free Speech** – with carefully calibrated exceptions valuing open discourse and protecting relevant uses of innovative technologies in news reports, documentaries, and commentary/criticism/parody while ensuring that sexually explicit digital replicas are *never* permissible.
- **Overwhelming Support** – from across the creative community, including the Motion Picture Association, Human Artistry Campaign, major talent agencies, and more.