

1 State of Arkansas
2 95th General Assembly
3 Regular Session, 2025
4

A Bill

HOUSE BILL 1071

5 By: Representative R. Scott Richardson
6 By: Senator J. Bryant
7

For An Act To Be Entitled

8
9 AN ACT TO AMEND THE FRANK BROYLES PUBLICITY RIGHTS
10 PROTECTION ACT OF 2016; TO PROVIDE PROTECTIONS FOR AN
11 INDIVIDUAL WHOSE PHOTOGRAPH, VOICE, OR LIKENESS IS
12 REPRODUCED THROUGH MEANS OF ARTIFICIAL INTELLIGENCE
13 AND USED COMMERCIALY; AND FOR OTHER PURPOSES.
14
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Subtitle

16
17 TO AMEND THE FRANK BROYLES PUBLICITY
18 RIGHTS PROTECTION ACT OF 2016; AND TO
19 PROVIDE PROTECTIONS FOR AN INDIVIDUAL
20 WHOSE PHOTOGRAPH, VOICE, OR LIKENESS IS
21 REPRODUCED THROUGH MEANS OF ARTIFICIAL
22 INTELLIGENCE AND USED COMMERCIALY.
23

24 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:
25

26 SECTION 1. Arkansas Code § 4-75-1103(3), concerning the definition of
27 "likeness" under the Frank Broyles Publicity Rights Protection Act of 2016,
28 is amended to read as follows:

29 (3) "Likeness" means a reproduction of the image of an individual
30 by any means other than a photograph, including without limitation generation
31 through means of artificial intelligence;
32

33 SECTION 2. Arkansas Code § 4-75-1103(5), concerning the definition of
34 "photograph" under the Frank Broyles Publicity Rights Protection Act of 2016,
35 is amended to read as follows:

36 (5) "Photograph" means a reproduction of the image of an



1 individual that readily identifies the individual, ~~whether~~ made by:
 2 ~~photography, videotape, live transmission, or other means~~

3 (A) Photography;

4 (B) Videotape;

5 (C) Live transmission;

6 (D) Image, video, or three-dimensional generation through
 7 means of artificial intelligence; or

8 (E) Other means; and

9
 10 SECTION 3. Arkansas Code § 4-75-1103, concerning definitions under the
 11 Frank Broyles Publicity Rights Protection Act of 2016, is amended to add an
 12 additional subdivision to read as follows:

13 (7) "Voice" means a sound in a medium that is readily
 14 identifiable and attributable to a particular individual, regardless of
 15 whether the sound contains the actual voice or a simulation of the voice of
 16 the individual, including without limitation a simulation of the voice of the
 17 individual that is generated through means of artificial intelligence.

18
 19 SECTION 4. Arkansas Code § 4-75-1110(a)(1)(F)(i), concerning exempt
 20 use of an individual's photograph or likeness by a service provider of a
 21 system or network under the Frank Broyles Publicity Rights Protection Act of
 22 2016, is amended to read as follows:

23 (i) Does not have actual knowledge that a photograph, voice, or
 24 likeness on the system or network is in violation of this subchapter; or