

Your Voice, Your Face, Your Rights: Likeness in the AI Era

FREE EDUCATIONAL BRIEF · LEARN AI. UNCOVER THE DATA. PROTECT THE TRUTH.

Your face and voice are now reproducible from a few photos and seconds of audio. The law protecting them — rights of publicity and personality — long predates AI, but it is being renovated in real time as legislatures confront synthetic replicas. Every creator, performer, and public-facing professional should know the current shape of the shield.

THE PROTECTIONS IN PLAY

» Right of publicity

Controls commercial use of your identity — name, image, voice. Strong against fake endorsements; strength varies by jurisdiction.

» Replica statutes

Newer laws target AI specifically: protections for digital voice and likeness replicas, consent requirements for performers, and criminal liability for sexual deepfakes of real people.

» Contract

For working performers, the decisive layer: modern agreements should state whether a replica may be made, for what uses, for how long, and at what pay.

» Platform policy

Most major platforms remove impersonating synthetic media on report — often the fastest remedy available.

IF A FAKE OF YOU APPEARS

Preserve evidence first: URLs, screen recordings, dates, and file copies — before reporting triggers takedown. Report through the platform's impersonation channel. Escalate with counsel where money, defamation, or intimate content is involved; multiple legal theories may apply at once. Then monitor for re-uploads: takedowns are rounds, not victories.

PREVENTION POSTURE

You cannot remove your face from the internet, but you can strengthen the authentic signal: verified accounts, provenance credentials on your real content, a documented history that makes fakes deviate visibly from the record. SMI's verified identity and registry tools are built to give the authentic version of you a checkable advantage.

INVESTIGATOR'S TAKEAWAYS

- Publicity rights already cover commercial misuse of your identity.
- New replica laws add AI-specific and criminal protections.
- Performers: replica consent belongs in every contract you sign.
- Evidence before takedown — preserve, then report.
- Make the authentic you verifiable; fakes lose to a checkable record.