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STATE REPRESENTATIVE • 87th ASSEMBLY DISTRICT

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Bill to Combat Explicit Deepfakes Receives Public Hearing

MADISON, WI – This morning, Representative Brent Jacobson (R – Mosinee) gave testimony on Assembly Bill 33, a bill he authored to combat the use of artificially generated images or videos to intimidate, harass, or coerce. Following the public hearing for this bill, Rep. Jacobson made the following statement:

“Artificial intelligence and image generation technology is advancing rapidly,” said Rep. Jacobson. “The technology already exists to create and share a convincing synthetic nude or sexual depiction. Unfortunately, Wisconsin law has not kept pace with these advances, leaving Wisconsinites vulnerable.”

Under AB 33, it would be a felony to create deepfake explicit image with the intent to coerce, harass, or intimidate that person. The bill would also make it a misdemeanor to reproduce a private representation without the consent of the person depicted. This closes a loophole in our laws which allow a person to hack or otherwise reproduce a sexually explicit photograph which was not intended to be shared widely.

“As new technology emerges, it is critical that we in the legislature are proactive in updating the law,” said Rep. Jacobson. “This bill is critical to protect Wisconsinites from attacks on their reputation and livelihood. I look forward to continuing to work to see AB 33 become law.”

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