
DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

HB 157 Draft

2026 Regular Session

Cox

Abstract: Establishes a cause of action for misuse of a person's identity by artificial intelligence.

Present law (R.S. 51:470.2) defines "commercial purposes", "digital replica", "expressive work", "identity", "individual", "information content provider", "interactive computer service", "internet", "performance", and "professional performer".

Proposed law retains present law and adds the definition of "artificial intelligence".

Present law (R.S. 51:470.3(F)) establishes that rights provided by present law apply to actions occurring after Aug. 1, 2022.

Proposed law retains present law but creates an exception that proposed law applies to actions occurring after Aug. 1, 2026, for claims arising out of the misuse of an individual's identity by artificial intelligence.

Present law (R.S. 51:470.4) provides for certain actions which result in a person submitting to the jurisdiction of this state and authorizes certain remedies for damages.

Present law provides that any suit arising out of the alleged offending use of a digital replica, expressive work, identity, or performance, or brought against a newspaper, broadcast outlet, media outlet, online news outlet, news publication, or other media is subject to a special motion to strike under present law, and any alleged violation is presumed an act in furtherance of a person's right of petition or free speech under the U.S. Constitution or the La. Constitution in connection with a public issue.

Proposed law retains present law and establishes a claim for the use of artificial intelligence for a commercial purpose without an individual or an individual's authorized representative's consent.

Present law (R.S. 51:470.6) provides an applicability date of Aug. 1, 2022, for property rights provided in present law.

Proposed law retains present law and establishes the applicability date of Aug. 1, 2026, for claims arising out of the misuse of an individual's identity by artificial intelligence.

(Amends R.S. 51:470.2(intro. para.) and (3)-(12), 470.3(F), 470.4(D)-(G), and 470.6(B); Adds R.S. 51:470.2(13) and 470.4(H))