

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 3214



Introduced by HON. BRIAN RAYMUND S. YAMSUAN

**AN ACT
ESTABLISHING PROTECTION AGAINST DEEPFAKES,
RECOGNIZING THE RIGHT TO ONE'S FACE, BODY, AND VOICE, PROVIDING
TRADEMARK PROTECTION, AND FOR OTHER PURPOSES**

EXPLANATORY NOTE

Artificial intelligence (AI) is increasingly becoming a part of a Filipino's everyday life. According to the 2024 Work Trend Index by Microsoft and LinkedIn, Filipino employees are leading not just in Asia, but the world, in using AI to boost their productivity and efficiency.¹ The Philippine Institute for Development Studies, citing Statistica, predicts that the AI market in the Philippines will reach over \$1 billion in 2025.² The AI market is even expected to show an annual growth rate of 27%. In fact, the Department of Information and Communications Technology (DICT) is preparing to roll out its AI engine intended to assist Filipinos and to provide geolocated, real-time assistance for citizens.³

There have been global efforts to regulate deepfakes. In Denmark, the government seeks to manage the creation and dissemination of AI-generated deepfakes by changing copyright law to ensure that everybody has the right to their own body, facial features and voice.⁴

¹<https://news.microsoft.com/en-ph/2024/05/23/microsoft-and-linkedin-release-2024-work-trend-index-on-ai-use-at-work-in-the-philippines/#:~:text=86%25%20of%20Filipino%20knowledge%20workers,%2C%20and%20regionally%2C%2079%25.>

²<https://www.pids.gov.ph/details/news/in-the-news/state-of-ai-in-the-philippines-in-2025-a-range-of-perspectives/#:~:text=Philippine%20research%20think%20tank%20Philippine,necessary%20capital%20for%20AI%20investments.>

³<https://newsinfo.inquirer.net/2064462/dict-tests-prototype-of-homegrown-ai-model-eyes-launch-before-sona>

⁴<https://www.theguardian.com/technology/2025/jun/27/deepfakes-denmark-copyright-law-artificial-intelligence>

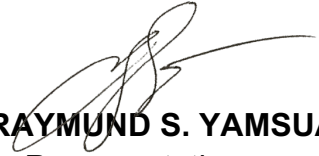
In the Philippines, while there are laws on data privacy and anti-discrimination, there are no laws specifically governing the use of AI. In order to regulate and guide the country in the prevalence of AI, various government agencies have launched AI roadmaps or strategies.⁵ Yet, there is still a need to combat the malicious use of AI.

One of the issues brought by the prevalence of AI are deepfakes, or forms of media, such as images, videos, or audio files created using AI to replicate realistic representations of a person, including one's face, body, and voice. Deepfakes can be weaponized to destroy reputations, deceive the public, impersonate individuals, and depict people in non-consensual sexual content. These AI-generated fabrications pose serious threats to privacy, dignity, and personal security. For instance, digitally altered videos and images of politicians have circulated online.⁶

Deepfakes are not a far-off threat. For example, anyone from Paranaque City, a student, a public servant, can be targeted by fake videos or audio designed to shame, deceive, or manipulate. Because of this, there is a need to protect the regular citizen from being a victim of deepfakes.

This bill defines deepfakes and seeks to establish protection against deepfakes. It aims to provide a takedown mechanism for deepfakes created against one's consent. It also aims to establish an office where citizens can register the trademark for their likeness.

In view of the foregoing, the approval of this measure is earnestly sought.


BRIAN RAYMUND S. YAMSUAN
Representative
2nd District of Parañaque

⁵[https://www.unesco.org/ethics-ai/en/philippines#:~:text=In%20April%202024%2C%20DICT%20partnered,research%20and%20development%20\(R&D\);](https://www.unesco.org/ethics-ai/en/philippines#:~:text=In%20April%202024%2C%20DICT%20partnered,research%20and%20development%20(R&D);) <https://www.dost.gov.ph/knowledge-resources/news/86-2025-news/3989-dost-builds-on-ai-national-strategy.html>

⁶ [https://www.aspistrategist.org.au/chinas-high-stakes-and-deepfakes-in-the-philippines/;](https://www.aspistrategist.org.au/chinas-high-stakes-and-deepfakes-in-the-philippines/) [https://cicc.gov.ph/news/cicc-issues-warning-on-fabricated-video-misusing-president-marcos-image/;](https://cicc.gov.ph/news/cicc-issues-warning-on-fabricated-video-misusing-president-marcos-image/) <https://www.rappler.com/newsbreak/fact-check/faceswap-flagged-alleged-marcos-polvoron-video/>

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TRADEMARK PROTECTION, AND FOR OTHER PURPOSES

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

SECTION 1. Short Title. — This Act shall be known as the “Deepfake Regulation Act.”

SECTION. 2. Declaration of Policy. — The State upholds the dignity, privacy, and identity of every individual. Recognizing the rapid advancement of Artificial Intelligence (AI), the State seeks to provide protection and safeguards against its malicious and harmful use.

The State further aims to protect individuals from the unauthorized reproduction and use of their likeness and to ensure the availability of timely and effective remedies.

SECTION 3. Consent Requirement. – No person shall generate, distribute, or use deepfakes that replicate the likeness of another without that person’s prior written consent.

As used in this Act, the term “deepfake” refers to any form of media, such as images, videos, or audio files created using artificial intelligence to replicate realistic representations of a person, including one’s face, body, and voice.

SECTION 4. Takedown Procedure Against Deepfakes. – Any person whose likeness is used without his or her consent in a deepfake shall have the right to request removal of the content from the platform on which it is hosted.

Online platforms shall comply with takedown requests within forty-eight (48) hours from receipt of a validated complaint.

A Notice and Takedown Office shall be established under the Department of Information and Communications Technology (DICT) to receive complaints, validate identities, and issue takedown orders.

Victims of non-consensual deepfakes may claim damages under the Civil Code of the Philippines.

SECTION 5. Trademark Protection of One’s Face, Body, and Voice. – Every Filipino shall have the inherent right to their own likeness, including their face, body, and voice, without need of prior registration. They shall also have the right to register such likeness as a trademark under this Act, provided that the absence of registration shall not prejudice or diminish the protection granted under this Act.

There is hereby created a dedicated office under the Intellectual Property Office of the Philippines (IPOPHL) for the registration of likeness trademarks.

SECTION 6. Penalties. – Any person or platform that knowingly creates, distributes, or refuses to remove deepfake content after a valid notice shall be liable to a criminal penalty of imprisonment from two (2) years to five (5) years and a fine ranging from fifty thousand pesos (P50,000) to two hundred thousand pesos (P200,000).

Online platforms failing to comply with takedown requests within the specified period shall be fined fifty thousand pesos (P50,000) per day of non-compliance.

SECTION 7. Implementing Agencies. – The DICT and the IPOPHL shall be the implementing agencies for this Act. The DICT shall be the lead implementing agency, responsible for coordinating and monitoring all implementation activities.

SECTION 8. Appropriations. — The amount necessary for the implementation of this Act shall be charged against the appropriations of the DICT of the year following its enactment into law. Thereafter, sums necessary for the continued implementation of this Act shall be included in the annual General Appropriations Act.

SECTION 9. Implementing Rules and Regulations. — The DICT and the IPOPHL, in consultation with relevant government agencies, shall promulgate the implementing rules and regulations within six (6) months from the effectivity of this Act.

SECTION 10. Repealing Clause. – All laws, decrees, executive orders, rules and regulations inconsistent with any provision of this Act are hereby repealed, modified, superseded, or amended accordingly.

SECTION 11. Separability Clause. – If any provision of this Act or the application of such provision to any person or circumstance is held invalid for any reason, the remainder of this Act or the application of such provision to other persons or circumstances shall not be affected thereby.

SECTION 12. Effectivity. – This Act shall take effect fifteen (15) days after its publication in the *Official Gazette* or in at least two (2) national newspapers of general circulation, whichever comes earlier.

Approved,