



Republic of the Philippines
House of Representatives
Quezon City, Metro Manila

Twentieth Congress
First Regular Session

HOUSE BILL NO. 6882



Introduced by Representative Dennis "Alden" Almario

EXPLANATORY NOTE

Just as the Constitution protects the Filipino from undue deprivation of life, liberty, property in Section 1 of the Bill of Rights, this bill extends that protection to a development our framers could not foresee - the advancement of Artificial Intelligence ("AI").

During the Russo-Ukrainian war there was a video created by Artificial Intelligence that showed Ukrainian President Volodymyr Zelensky surrendering to Russian forces. This never happened but it shows what AI can do with the correct input and enough sample data. Thus, justifying the need to regulate AI¹ and its applications.

Looking within the Philippines, this bill seeks to protect the Filipino from AI by giving them rights over their own digital likeness. In the same way copyrights are given to original compositions of artists, trademarks given to businesses, and patents given to inventors, this bill seeks to make every Filipino the owner of their digital self - their image, voice, or anything makes them unique and distinguishable.

2008 was the year the Apple Store was launched, revolutionizing access to software or applications within a mobile phone. Less than two decades later AI is changing the way we write, how we take pictures, and even how we perceive events. In this surge of subliminal changes, this bill seeks to provide Filipinos a refuge in the form of ownership of their digital likeness and as a result preventing the unlawful and unauthorized use of the same or punishing its unlawful use.

In view of the foregoing, the passage of this bill is earnestly sought.


DENNIS "ALDEN" ALMARIO

¹ Dominika Kuźnicka-Błaszowska, Nadiya Kostyuk, Emerging need to regulate deepfakes in international law: the Russo-Ukrainian war as an example, *Journal of Cybersecurity*, Volume 11, Issue 1, 2025, tyaf008, <https://doi.org/10.1093/cyb-ec/tyaf008>



Republic of the Philippines
House of Representatives
Quezon City, Metro Manila

Twentieth Congress
First Regular Session

HOUSE BILL NO. **6882**

Introduced by Representative Dennis “Alden” Almario

1 **AN ACT PROTECTING AND ESTABLISHING RIGHTS OVER THE DIGITAL**
2 **LIKENESS OF A PERSON, OTHERWISE KNOWN AS THE “PROTECTION OF**
3 **DIGITAL LIKENESS ACT OF 2026”**

4
5 *Be it enacted by the Senate and House of Representatives of the Philippines in Congress*
6 *assembled:*

7
8 SECTION 1. *Short Title.* – This Act shall be known and cited as the “Protection
9 over the Digital Likeness of Filipinos Act of 2026”.

10 SEC. 2. *Declaration of Policy.* – It is hereby the policy of the State to protect the
11 dignity, autonomy, and personal identity of all individuals by recognizing and
12 safeguarding ownership and control over their digital likeness, including its creation,
13 reproduction, and use.

14 SEC. 3. *Definition of Terms.* – For the purposes of this Act, the following terms
15 shall be defined as stated below:

16 (a) *Digital Likeness* refers to any computer-generated image, video, or any
17 representation of an identifiable person which includes, but is not limited to, facial
18 features, voice, body movements, mannerisms, biometric identifiers, or any synthetic, AI
19 generated or manipulated depictions intended to resemble the said person;

20 (b) *Artificial Intelligence (AI)* refers to the simulation of human intelligence in
21 machines that are programmed to mimic and think like humans;

1 (c) *Use* refers to the creation, distribution, modification, display, storage,
2 transmission, sale, licensing, or any commercial exploitation of the digital likeness of a
3 person;

4 SEC. 4. *Ownership of Digital Likeness.* – Every Filipino shall have the right of
5 ownership and control over their Digital Likeness. Such right cannot be sold or
6 transferred except for limited specific use or when permission is temporarily granted
7 through consent acquired in writing.

8 SEC. 5. *Digital Likeness distinguished from a digital recording.* – Digital Likeness
9 shall be distinguished from a digital photograph or video by the fact that digital likeness
10 is a creation of artificial intelligence or programs within a computer system. A photo or
11 video captures an actual event or reality with only superficial changes as to lighting and
12 angles. This Act shall only affect the Digital Likeness of a person.

13 SEC. 6. *Rights over Digital Likeness.* – The Digital Likeness of a Filipino is entitled
14 to the following:

15 (a) Protection from unauthorized use and/or distribution;

16 (b) Prevention of its usage in the creation, training, or development of
17 intelligence systems and other programs;

18 (c) Deletion in any unauthorized use.

19 SEC. 6. *Penalty for Violation.* – A penalty of one (1) year imprisonment for each
20 instance of violation and a fine of One Million Pesos (Php. 1,000,000.00) shall be imposed
21 upon the erring person.

22 The foregoing shall be imposed in addition to any damages and civil or
23 criminal liability that may arise during the violation.

24 SEC. 7. All laws, decrees, executive orders, rules and regulations and other
25 issuances, or parts thereof, inconsistent with the provisions of this Act, are hereby
26 repealed, amended or modified accordingly.

1 SEC. 8. This Act shall take effect fifteen (15) days after its publication in the
2 *Official Gazette* or in a newspaper of general circulation.
3 Approved,