



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

TWENTIETH CONGRESS  
First Regular Session

HOUSE BILL NO. 7903



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Introduced by REPRESENTATIVE ALYSSA MICHAELA "MICA" M. GONZALES

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**AN ACT  
TO COMBAT THE MALICIOUS USE OF DEEFAKE TECHNOLOGY, PROMOTE  
TRANSPARENCY, AND IMPOSE PENALTIES FOR HARMFUL DEEFAKES**

**EXPLANATORY NOTE**

This bill seeks to combat the malicious use of deepfake to safeguard the public against the dangers that come from the misuse of this technology. In line with Article III of the 1987 Constitution which promotes freedom of speech and expression, the State shall always be vigilant in combatting the spread of false information and other nefarious activities that compromise this precious right.

As defined, deepfake is a synthetic media generated by artificial intelligence (AI) technology. It is an image or recording that has been convincingly altered and manipulated to misrepresent someone as doing or saying something that was not actually done or said.

The significant advancements in AI technologies have bolstered the quality of deepfakes being produced. Having lifelike characteristics make it difficult to distinguish whether it is real or not. The prevalence of high-quality deepfakes in social media today is being used as a tool by individuals or entities with malevolent intent to spread misinformation and sow discord—misshaping and swaying public opinions and discourse.

As such, this bill proposes penalties and fines to those who will commit harmful acts using deepfakes. We must safeguard transparency and accountability towards the creation and distribution of such contents that might be used against individuals, groups, and even the State.

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

  
REP. ALYSSA MICHAELA "MICA" M. GONZALES  
3<sup>rd</sup> District, Pampanga



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TRANSPARENCY, AND IMPOSE PENALTIES FOR HARMFUL DEEPPAKES**

*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 "**Deepfake Accountability and Transparency Act.**"

**SEC. 2.** *Declaration of Policy.* It is the policy of the State to protect the dignity, privacy, and security of individuals from the malevolent utilization of artificial intelligence, specifically the proliferation of deepfake technologies. The State shall safeguard transparency and accountability towards the creation and distribution of such content.

**SEC. 3.** *Definition of Terms.* For purposes of this Act, the following terms shall mean:

- (a) Deepfake- Any media that appears to depict, with realistic likeness, a person's speech or conduct that they did not engage in but rather was generated through technical means, including but not limited to, artificial intelligence and digital manipulation.
- (b) Malevolent deepfake- A deepfake created or distributed with the intent to deceive, defraud, or harm an individual or the public.
- (c) Disclosure- A clear and conspicuous statement indicating that content has been digitally altered.

**SEC. 4.** *Mandatory Disclosure Requirements.* Any person or entity that produces or distributes deepfake content shall ensure a clear, visible, and/or audible disclosure is included, depending on the media format:

- (a) Visual Content: A written disclosure prominently displayed.
- (b) Audio Content: A verbal statement at the beginning of the recording.
- (c) Audiovisual Content: Both written and verbal disclosures, wherever applicable.

The disclosure must state that the content is altered and specify the nature of the alteration.

**SEC. 5. *Prohibited Acts.*** It shall be unlawful to:

- (a) Create or distribute a harmful deepfake without proper disclosure;
- (b) Remove, alter, or tamper with required disclosures;
- (c) Use deepfake technology to defame, deceive, commit fraud, or incite violence;
- (d) Obtain consent through coercion, deception, or misinterpretation for creating a deepfake.

**SEC. 6. *Exemptions.*** This Act shall not apply to:

- (a) Content created for satire, parody or artistic expression, provided it contain appropriate disclosure;
- (b) Deepfakes created for educational purposes, with disclosure;
- (c) Content where the individual depicted has given explicit, verifiable, and informed consent in written form.

**SEC. 7. *Penalties.*** Any person who violates Section 5(a) or 5(b) shall face a fine ranging from Two Million (P2,000,000.00) to Five Million (P5,000,000.00), and/or imprisonment of 6 to 12 years.

Those who commit malevolent deepfake acts under Section 5(c) or 5(d) shall face a fine of Five Million (P5,000,000.00) to Ten Million (P10,000,000.00), and/or imprisonment of 12 to 20 years.

**SEC. 8. *Implementing Rules and Regulations.*** The Department of Information and Communications Technology (DICT), in coordination with the Department of Science and Technology (DOST), Department of Trade and Industry (DTI) and the Department of Justice (DOJ) shall promulgate rules and guidelines to ensure the effective implementation of this Act.

**SEC. 9. *Appropriations.*** The amount necessary to carry out the provisions of this Act shall be included in the annual General Appropriations Act.

**SEC. 10. *Separability Clause.*** If any part or provision of this Act is declared invalid or unconstitutional, the remaining parts not affected shall remain in full force and effect.

**SEC. 11. *Repealing Clause.*** All laws, decrees, orders, rules and regulations inconsistent with this Act are hereby repealed or modified accordingly.

**SEC. 12. *Effectivity.***- This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in at least two (2) newspapers of general circulation.

*Approved,*