



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila



TWENTIETH CONGRESS
First Regular Session

House Bill No. 8773

Introduced by **Representative KATRINA REIKO CHUA - TAI**
1st District, Zamboanga City

AN ACT
ESTABLISHING MECHANISMS TO COMBAT MALICIOUS DEEPPAKE AND MANIPULATED DIGITAL MEDIA, EMPOWERING DEPUTIES OF THE MOVIE AND TELEVISION REVIEW AND CLASSIFICATION BOARD TO ASSIST IN THE IDENTIFICATION, INVESTIGATION, AND REPORTING OF SUCH CONTENT, PROVIDING CONTENT TAKEDOWN MECHANISMS, DEFINING PROHIBITED ACTS, PRESCRIBING PENALTIES, AND FOR OTHER PURPOSES

EXPLANATORY NOTE

The rapid advancement of digital technology has ushered in new forms of communication, creativity, and information sharing. Yet, alongside these developments, a technological phenomenon has emerged. Artificially generated and manipulated digital media, commonly referred to as deepfakes, can inflict grave harm upon individuals and institutions.

Deepfake technology uses sophisticated artificial intelligence to fabricate or manipulate audio, video, and image content. These false representations appear authentic. While such technology may have legitimate applications in entertainment and digital production, its misuse has become increasingly widespread and alarming.

In recent years, the internet, particularly social media platforms, has become inundated with fabricated and manipulated digital materials. The creation and dissemination of these deceptive contents has become rampant. Many individuals have suffered humiliation, reputational injury, harassment, and psychological distress because of maliciously generated deepfake materials. These were often circulated online without their consent.

The harmful effects of such content extend far beyond individual victims. The proliferation of fabricated digital media erodes public trust in information and institutions. False narratives amplified through manipulated media can disrupt public discourse. They can mislead citizens and even impair the orderly functioning of government institutions.

Equally troubling is the impact of such deceptive materials upon the nation's youth and workforce. Exposure to manipulated media blurs the distinction between truth and falsehood. This undermines critical thinking and responsible digital engagement among young Filipinos. The relentless spread of misleading content across digital platforms distracts workers and diminishes productivity in an increasingly interconnected digital environment.

In the face of these realities, the law cannot remain indifferent. The State must respond with vigilance and foresight. It must ensure that emerging technologies are not weaponized to deceive, exploit, or harm the public.

This measure seeks to establish a coordinated national framework to combat malicious deepfake content. It authorizes deputies of the Movie and Television Review and Classification Board to assist in monitoring, identifying, and reporting of such materials across digital platforms. It also mandates coordination with the Department of Information and Communications Technology, the Philippine National Police, and the National Bureau of Investigation in the investigation and enforcement of relevant laws.

The measure further aligns enforcement with existing statutes such as the Cybercrime Prevention Act of 2012, the Anti-Photo and Video Voyeurism Act of 2009, and the Data Privacy Act of 2012. This ensures the proposed legislation complements and strengthens the country's existing legal framework on cybercrime and digital privacy.

This Act represents a timely and necessary response to a rapidly evolving technological threat. It provides a practical and cost-effective mechanism by empowering existing institutions. The Act enables them to address the dangers posed by malicious deepfake technologies while safeguarding freedom of expression and due process.

When lies are made to look just like the truth, the law cannot stay still. We must protect truth, dignity, and public trust in the digital age with strong new laws.

IN VIEW OF THE FOREGOING, immediate passage of this bill is earnestly sought.


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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 Digital Content Accountability and Enforcement Act.**”

SECTION 2. *Declaration of Policy.* - It is hereby declared the policy of the State to safeguard the public from the harmful and deceptive impacts of manipulated digital media and deepfakes.

Further, the State recognizes that artificial intelligence allows for the creation of highly realistic fake media. This media can deceive viewers, harm reputations, threaten democracy, enable harassment and fraud, and disrupt public order.

Furthermore, the State will coordinate the detection, investigation, regulation, and prosecution of malicious deepfakes. Relevant agencies include the Movie and Television Review and Classification Board, the Department of Information and Communications Technology, the Philippine National Police, and the National Bureau of Investigation. These efforts will align with existing laws: the Cybercrime Prevention Act of 2012, the Anti-Photo and Video Voyeurism Act of 2009, and the Data Privacy Act of 2012.

SECTION 3. *Definition.* - For the purposes of this Act, the following terms are defined as follows:

“Deepfake Content” shall refer to digitally altered, synthetically generated, or artificially manipulated audio, video, or image created using artificial intelligence or machine learning technologies in such a manner that falsely represents a person as performing an act or making a statement that did not actually occur.

“Manipulated Digital Media” shall refer to any audiovisual material intentionally altered or fabricated in order to misrepresent reality and deceive viewers.

“Malicious Deepfake” shall refer to a deepfake created or disseminated with intent to deceive, defraud, harass, exploit, or cause reputational harm to any person or institution.

“MTRCB Deputies” shall refer to authorized deputies or personnel deputized by the Movie and Television Review and Classification Board to assist in monitoring audiovisual content across traditional and digital media platforms.

“Takedown” The removal, restriction, disabling, or blocking of access to digital content from websites, social media platforms, streaming services, or other internet-based distribution channels.

SECTION 4. *Prohibited Acts.* — The following acts are hereby declared unlawful:

- a) *Creation of Malicious Deepfake Content* — The creation, production, or generation of malicious deepfake content intended to deceive, defraud, harass, exploit, or cause reputational harm to any person or institution;
- b) *Dissemination of Malicious Deepfake Content* — The publication, distribution, transmission, or sharing of malicious deepfake content through digital platforms, social media, or any other means, knowing or having reason to believe that such content is false or manipulated;
- c) *Sexually Explicit Deepfake Content* — The creation, possession with intent to distribute, or dissemination of deepfake content depicting any person in a sexually explicit act without their consent;
- d) *Fraud, Impersonation, or Identity Theft through Deepfakes* — The use of deepfake technology to impersonate any person for purposes of fraud, financial gain, deception, or identity theft;
- e) *Deepfakes Affecting Elections and Public Safety* — The creation or dissemination of malicious deepfake content intended to influence elections, incite public disorder, undermine public safety, or threaten national security.

SECTION 5. *Monitoring, Identification, and Reporting.* - Authorized deputies of the Movie and Television Review and Classification Board shall assist in monitoring publicly accessible digital platforms for suspected deepfake content. The deputies shall document and gather preliminary evidence of suspected malicious deepfake materials and submit initial investigative reports to the Movie and Television Review and Classification Board for verification and consolidation.

In the course of their duties, deputies shall coordinate with the Committee duly formed by MTRCB for technical verification, analysis, and formal reporting. They may also request the temporary restriction or review of suspicious content pending investigation.

After a thorough investigation and careful deliberation, the Movie and Television Review and Classification Board shall prepare and submit a finalized report of its findings, including recommended actions, to the Department of Information and Communications Technology for appropriate enforcement or takedown measures.

SECTION 6. *Investigation and Coordination.* - Upon identification of suspected malicious deepfake content, the matter shall first be evaluated by the appropriate enforcement units to determine the credibility and potential harm of the material. Technical analysis of the content shall be conducted in coordination with the Department of Information and Communications Technology to verify its authenticity and gather supporting digital evidence. When warranted by the findings of the preliminary evaluation and technical analysis, the case shall be referred to the cybercrime units of the Philippine National Police or the National Bureau of Investigation for full investigation and, if appropriate, prosecution under existing laws.

SECTION 7. *Content Takedown Procedure.* - When there is reasonable basis to believe that digital content constitutes malicious deepfake media, the Department of Information and Communications Technology may coordinate with internet service providers, hosting services, and digital platforms to restrict, disable, or remove access to such content. In urgent cases affecting public safety, elections, or national security, emergency takedown procedures may be implemented to prevent imminent harm. All actions taken to restrict or remove content shall be thoroughly documented, and the affected parties shall remain entitled to due process and judicial review as provided under existing laws.

SECTION 8. *Penalties.* - Any person found guilty of violating this Act shall suffer the following penalties:

Any person found guilty of violating this Act shall suffer penalties depending on the nature of the offense, the presence of aggravating or mitigating circumstances, and whether the offender is a first-time or repeat offender.

For first-time offenders, the penalty for the creation or dissemination of malicious deepfake content shall be imprisonment of *arresto menor* (one (1) day to thirty (30) days) to *arresto mayor* (one (1) month and one (1) day to six (6) months), and a fine of not less than Fifty Thousand Pesos (₱50,000) but not more than Two Hundred Thousand Pesos (₱200,000). In cases involving fraud, impersonation, or identity theft through deepfakes, the penalty shall be imprisonment of *arresto mayor* to *prisión correccional* (up to six (6) years), and a fine ranging from Two Hundred Thousand Pesos (₱200,000) to Eight Hundred Thousand Pesos (₱800,000). For offenses involving the creation, possession with intent to distribute, or dissemination of non-consensual sexually explicit deepfake content, the penalty shall be imprisonment of *prisión correccional* (six (6) months and one (1) day to six (6) years), and a fine of not less than Three Hundred Thousand Pesos (₱300,000) but not more than One Million Five Hundred Thousand Pesos (₱1,500,000). For deepfakes affecting elections, public safety, or national security, the penalty shall be imprisonment of *prisión correccional* and a fine ranging from Five Hundred Thousand Pesos (₱500,000) to Two Million Pesos (₱2,000,000).

Any person previously convicted under this Act who commits another violation shall be considered a repeat offender and shall suffer the penalty next higher in degree than that prescribed for the offense committed, and shall be subject to a fine increased by fifty percent (50%) of the maximum prescribed fine.

The maximum penalty shall be imposed when aggravating circumstances are present, such as when the victim is a minor, when the act results in serious psychological harm, reputational damage, or financial loss, when the offense is committed by a public officer or employee using their official position, when the content is disseminated through automated systems or mass distribution networks, or when the deepfake is used as part of an organized disinformation campaign or coordinated manipulation of public opinion. If the victim is a minor, the penalty shall be *prisión mayor* (six (6) years and one (1) day to twelve (12) years) and a fine of not less than Two Million Pesos (₱2,000,000), without prejudice to applicable child protection laws.

The court may impose a lower penalty within the prescribed range when mitigating circumstances are present, such as when the offender voluntarily removes the content prior to formal investigation, cooperates fully with authorities, or where there is clear absence of intent to cause harm and the act was committed through negligence.

The penalties provided under this Act shall be without prejudice to prosecution under other applicable laws, including the Cybercrime Prevention Act of 2012, the Anti-Photo and Video Voyeurism Act of 2009, and the Data Privacy Act of 2012.

SECTION 9. *Seizure and Forfeiture of Equipment.* - Upon lawful arrest or investigation, law enforcement authorities may seize any equipment, device, software, storage medium, or technological system reasonably believed to have been used in the commission of offenses under this Act. Upon final judgment by a court finding the accused guilty, the court shall order the forfeiture of such equipment, devices, and technologies in favor of the government.

SECTION 10. *Donation of Forfeited Equipment.* - Equipment, devices, and technological systems forfeited under this Act shall be transferred and donated to appropriate government agencies or instrumentalities for official use.

Priority shall be given to:

1. Public educational institutions including state universities and public schools;
2. Law enforcement agencies for cybercrime prevention and investigation;
3. Government hospitals and health institutions; and
4. Frontline government agencies providing essential public services.

The appropriate government authority shall ensure that the donated equipment is used strictly for legitimate governmental purposes.

SECTION 11. *Civil Liability.* - The offender shall be liable for damages suffered by the victim, including moral damages, exemplary damages, and actual damages, in accordance with existing laws.

SECTION 12. *Safeguards for Freedom of Expression.* - Nothing in this Act shall be interpreted to suppress legitimate satire, parody, artistic expression, academic research, or journalistic reporting, provided that such content is clearly disclosed as fictional or artificially generated.

SECTION 13. *Implementing Rules and Regulations.* - Within ninety (90) days from the effectivity of this Act, the Movie and Television Review and Classification Board, in coordination with the Department of Information and Communications Technology, the Philippine National Police, and the National Bureau of Investigation, shall promulgate the necessary implementing rules and regulations.

SECTION 14. *Separability Clause.* - If any provision of this Act is declared unconstitutional, the remainder shall continue to be in full force and effect.

SECTION 15. *Repealing Clause.* - All laws inconsistent with this Act are hereby amended or repealed accordingly.

SECTION 16. *Effectivity.* - This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,