

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

TWENTIETH CONGRESS
Second Regular Session

HOUSE BILL NO. 10227



Introduced by **Rep. MANUEL “WOWO” L. FORTES**

EXPLANATORY NOTE

The rapid advancement of artificial intelligence (AI) has brought both opportunities and risks to society. Among the most pressing concerns is the rise of *deepfake technology*—synthetic media capable of imitating a person’s face, voice, and likeness with alarming realism. While AI can be used for innovation and creativity, deepfakes have increasingly been weaponized for harmful purposes such as identity theft, online scams, sexual exploitation, disinformation, and reputational attacks.

Globally, governments and institutions are recognizing the dangers posed by manipulated media. Reports have shown how deepfakes have been used to spread false political propaganda, mislead the public, and exploit individuals without their consent. In the Philippines, the Philippine National Police Anti-Cybercrime Group (PNP-ACG) has already documented thousands of cybercrime cases linked to AI misuse, underscoring the urgent need for a legal framework that directly addresses this emerging threat.

Existing laws, such as the Cybercrime Prevention Act of 2012 and the Data Privacy Act of 2012 provide general safeguards but do not adequately cover the complexities of AI-generated impersonations. This bill fills that gap by explicitly protecting the personality rights of individuals against unauthorized use of their face, voice, and other identifiable features. It prohibits the malicious creation and distribution of deepfakes, establishes a takedown mechanism for victims, requires labeling of synthetic content, and imposes penalties on violators, including platform providers who fail to act responsibly.

By enacting this measure, the State affirms its duty to uphold privacy, dignity, and identity in the digital age. It ensures that citizens retain control over their personal attributes, deters the spread of misinformation, and promotes the ethical use of AI technologies. This bill is a forward-looking safeguard that balances innovation with accountability, protecting both individuals and democratic institutions from the dangers of manipulated media.

ATTY. MANUEL “WOWO” L. FORTES, JR.
Representative
Second District, Province of Sorsogon

Twentieth Congress of the
Republic of the Philippines
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HOUSE BILL NO. **10227**

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**AN ACT SAFEGUARDING PERSONALITY RIGHTS AGAINST UNAUTHORIZED
USE OF FACE, VOICE, AND IDENTITY THROUGH ARTIFICIAL INTELLIGENCE
AND DEEPPAKE TECHNOLOGY, AND PROVIDING PENALTIES THEREFOR**

*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 “*AI and Deepfake Identity
Safeguards Act.*”

SEC. 2. *Declaration of Policy.* – It shall be the policy of the State to protect the
fundamental rights of individuals to privacy, dignity, and control over their own identity
and likeness in the digital realm. The State recognizes the prevalence of artificial
intelligence (AI) technologies, particularly deepfakes, which can manipulate or create
realistic images, videos, or audio of individuals without consent. While acknowledging
beneficial applications of AI, the State shall enact measures to safeguard individuals from
malicious or unauthorized use of their personal attributes.

SEC. 3. *Definition of Terms.* – For purposes of this Act:

- (a) Artificial Intelligence (AI) – machine-based systems capable of generating
synthetic media.
- (b) Deepfake – synthetic media (images, videos, audio) generated or manipulated by
AI to falsely depict a person’s likeness.
- (c) Personal Attributes – unique features including face, voice, gestures, body
movements, and mannerisms.
- (d) Consent – freely given, specific, informed agreement evidenced in written,
electronic, or recorded form.

- (e) Malicious Use – use of deepfakes to deceive, defraud, defame, harass, exploit, or cause harm.

SEC. 4. *Right to Personal Attributes.* – Every individual shall have the exclusive right to control the use, reproduction, distribution, and exploitation of their personal attributes in any deepfake or AI-generated synthetic media.

SEC. 5. *Scope of Protection.* – This Act prohibits:

- (a) Unauthorized creation of deepfakes using personal attributes without consent;
- (b) Unauthorized dissemination or public display of deepfakes;
- (c) Unauthorized commercial exploitation of deepfakes;
- (d) Use of deepfakes in scams, impersonation, or fraud;
- (e) Use of deepfakes in false political propaganda;
- (f) Other malicious uses that cause harm or reputational damage.

SEC. 6. *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.

SEC. 7. *Exceptions.* – This Act shall not apply to parody, satire, critique, commentary, news reporting, legitimate artistic works, or research, provided such use is clearly labeled as synthetic and does not constitute malicious use.

SEC. 8. *Labeling and Disclosure.* – All deepfakes shall bear a clear disclaimer indicating that the content is artificially generated. The National Privacy Commission (NPC), in coordination with the DICT, shall issue guidelines.

SEC. 9. *Liability of Platform Providers.* – Online platforms shall exercise due diligence in detecting and removing deepfakes that violate this Act upon proper notification. Failure to comply shall subject platforms to penalties.

SEC. 10. *Penalties.* –

- (a) Unauthorized creation or dissemination of malicious deepfakes: imprisonment of one (1) to three (3) years and a fine of five hundred thousand pesos (Php 500,000.00) to two million pesos (Php 2,000,000.00)

- (b) Unauthorized commercial exploitation: imprisonment of one and a half (1.5) years to five (5) years and a fine of five hundred thousand pesos (Php 500,000) to one million pesos (Php 1,000,000.00)
- (c) Failure to label deepfakes: imprisonment of one (1) to three (3) years and fine of five hundred thousand pesos (Php 500,000) to two million pesos (Php 2,000,000.00)
- (d) Sexual exploitation using deepfakes: life imprisonment and a fine of not less than two million pesos (Php 2,000,000.00)
- (e) Corporate liability: penalties imposed on responsible officers; corporations may be fined accordingly.

SEC. 11. *Public Awareness and Education Campaigns.* – The Department of Information and Communications Technology (DICT), in coordination with the National Privacy Commission (NPC), shall design and implement nationwide education and awareness programs to inform citizens about the risks associated with deepfake and AI-generated synthetic media.

These campaigns shall include:

- (a) Guidance on how to recognize manipulated content;
- (b) Information on the proper channels for reporting suspected deepfakes;
- (c) Promotion of responsible digital practices to safeguard personal identity online; and
- (d) Collaboration with schools, local government units, and media organizations to ensure broad dissemination of information.

SEC. 12. *Separability Clause.* – If any provision is declared invalid, the remainder shall remain in force.

SEC. 13. *Repealing Clause.* – All inconsistent laws and issuances are repealed or modified accordingly.

SEC. 14. *Effectivity.* – This Act shall take effect fifteen (15) days after publication in the Official Gazette or in two (2) newspapers of general circulation.

Approved,