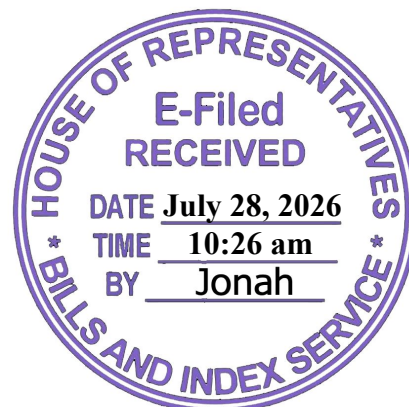


Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

TWENTIETH CONGRESS
Second Regular Session

HOUSE BILL NO. 10270



Introduced by

HON. ATTY. GERVILLE "JINKY BITRICS" R. LUISTRO

EXPLANATORY NOTE

Artificial Intelligence (AI) has become one of the most transformative technologies of the modern era. Among its many applications is the ability to generate highly realistic synthetic content, commonly known as "deepfakes," which can mimic a person's face, voice, likeness, mannerisms, and speech with remarkable accuracy. While these technologies have legitimate uses in education, entertainment, accessibility, research, and innovation, they also present significant risks when employed for malicious and deceptive purposes.

In recent years, the rapid proliferation of deepfake technologies has enabled the creation of fabricated videos, audio recordings, images, and other forms of synthetic media capable of misleading the public, damaging reputations, facilitating fraud, manipulating elections, and violating individual privacy and dignity. The accessibility of AI-powered content generation tools has made it increasingly difficult for ordinary citizens to distinguish authentic content from fabricated material.

Of particular concern is the growing use of deepfakes to impersonate individuals without their consent. Criminal actors have utilized AI-generated voice cloning and video manipulation to deceive victims into transferring funds, divulging confidential information, or performing actions under false pretenses. Public officials, private citizens, business leaders, and ordinary Filipinos alike have become vulnerable to identity-based deception and fraud.

The emergence of AI-generated election disinformation likewise poses a direct threat to democratic institutions. Fabricated speeches, manipulated campaign

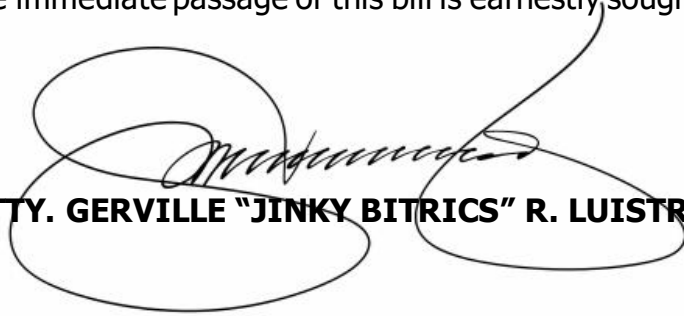
materials, and false representations of candidates or public officials may undermine informed public discourse, distort electoral processes, and erode public trust in democratic governance.

Equally alarming is the increasing prevalence of non-consensual deepfake pornography. Individuals, particularly women and minors, have become targets of digitally manipulated explicit content created and distributed without their knowledge or consent. Such acts constitute grave violations of privacy, dignity, and personal security, often causing severe emotional, psychological, social, and economic harm.

Existing laws on cybercrime, identity theft, fraud, privacy, and obscenity provide certain remedies but were enacted before the emergence of advanced generative AI technologies. There remains a need for a comprehensive legal framework specifically addressing malicious AI-generated impersonation, election-related deception, non-consensual deepfake sexual content, and AI-enabled fraud while preserving constitutional rights to free speech, artistic expression, satire, journalism, research, and innovation.

This measure seeks to establish clear prohibitions against harmful uses of AI-generated synthetic media, impose appropriate penalties upon offenders, protect victims, strengthen public trust in digital information, and promote the responsible development and use of artificial intelligence in the Philippines.

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



HON. ATTY. GERVILLE "JINKY BITRICS" R. LUISTRO

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AN ACT

CRIMINALIZING MALICIOUS AI-GENERATED IMPERSONATION, NON-CONSENSUAL DEEPFAKE SEXUAL CONTENT, ELECTION DISINFORMATION AND AI-ENABLED FRAUD; PROVIDING PENALTIES THEREFOR; AND FOR OTHER PURPOSES

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

3
4 **SECTION 1. Short Title.** - This Act shall be known as the "Anti-Deepfake and
5 Artificial Intelligence Manipulation Act of 2026."
6

7 **SECTION 2. Declaration of Policy.** - It is hereby declared the policy of the
8 State to protect individuals from harmful and deceptive uses of artificial intelligence;
9 safeguard personal identity, privacy, dignity, and reputation; preserve the integrity of
10 democratic institutions and electoral processes; prevent fraud and other unlawful
11 activities facilitated through AI-generated content; promote accountability and
12 transparency in the use of synthetic media technologies; and encourage responsible
13 innovation while protecting constitutional freedoms and legitimate forms of
14 expression.
15

16 **SECTION 3. Definition of Terms.** - For purposes of this Act:
17

18 (a) **Artificial Intelligence (AI)** refers to computational systems capable of
19 generating, analyzing, modifying, or synthesizing text, images, audio, video, or
20 other digital content.
21

22 (b) **Deepfake** refers to any synthetic or manipulated digital content generated
23 wholly or partially through artificial intelligence or machine learning techniques

1 that realistically depicts a person saying, doing, or appearing to do something
2 that did not actually occur.

3
4 (c) **Synthetic Media** refers to AI-generated or AI-manipulated audio, visual,
5 audiovisual, textual, or digital content.

6
7 (d) **Digital Likeness** refers to a person's image, facial characteristics, voice,
8 mannerisms, biometric attributes, or other identifying features.

9
10 (e) **Impersonation** refers to the unauthorized use of a person's digital likeness
11 in a manner that would cause a reasonable person to believe the content is
12 authentic.

13
14 (f) **Election Disinformation** refers to materially deceptive synthetic media
15 intended to mislead voters regarding candidates, political parties, election
16 officials, electoral processes, or election outcomes.

17
18 (g) **Non-Consensual Deepfake Sexual Content** refers to any synthetic or
19 manipulated sexually explicit content depicting an identifiable person without
20 such person's prior consent.

21
22 (h) **AI-Enabled Fraud** refers to any fraudulent scheme, misrepresentation, or
23 deceptive conduct substantially facilitated through AI-generated impersonation
24 or synthetic media.

25
26 (i) **Distribute** refers to publish, upload, transmit, sell, share, disseminate,
27 broadcast, or otherwise make available content to another person.

28
29 **SECTION 4. Malicious AI-Generated Impersonation.** - It shall be
30 unlawful for any person to knowingly create, distribute, or use AI-generated synthetic
31 media depicting an identifiable individual without consent for the purpose of:

32
33 (a) Causing reputational harm;

34
35 (b) Harassment or intimidation;

36
37 (c) Obtaining money, property, services, or benefits;

38
39 (d) Deceiving the public as to the authenticity of statements or actions;

40
41 (e) Interfering with employment, business, contractual, or professional
42 relationships; or

43
44 (f) Facilitating any unlawful act.

45
46 **SECTION 5. AI-Generated Election Disinformation.** - Any person who
47 knowingly creates, distributes, finances, sponsors, or causes the dissemination of
48 materially deceptive synthetic media concerning:

- 1 (a) A candidate for public office;
- 2
- 3 (b) An elected or appointed public official;
- 4
- 5 (c) Election officers or personnel;
- 6
- 7 (d) Voting procedures, voter registration, polling locations, election dates, or
- 8 election results;
- 9

10 with the intent to deceive voters, influence electoral outcomes through
11 fraudulent means, suppress voter participation, or undermine public confidence in
12 elections shall be liable under this Act.

13
14 **SECTION 6. Non-Consensual Deepfake Sexual Content.** - It shall be
15 unlawful to knowingly create, possess for distribution, distribute, sell, advertise,
16 publish, or otherwise make available any non-consensual deepfake sexual content
17 depicting an identifiable person.

18 Consent to the creation of an image or recording shall not constitute consent
19 to the creation of synthetic sexual content.

20
21 **SECTION 7. Deepfake Content Involving Minors.** - Any person who
22 creates, distributes, possesses for distribution, sells, advertises, or otherwise
23 disseminates AI-generated sexual content depicting a minor, whether real or fictitious,
24 shall be punished under this Act without prejudice to liability under other applicable
25 laws.

26
27 **SECTION 8. AI-Enabled Fraud and Deception.** - Any person who uses
28 synthetic media, AI-generated voice cloning, digital impersonation, or other AI-
29 generated content to:

- 30
- 31 (a) Obtain money or property;
- 32
- 33 (b) Gain unauthorized access to accounts or information;
- 34
- 35 (c) Induce a person to transfer funds;
- 36
- 37 (d) Secure contracts, benefits, or services through deception;
- 38
- 39 (e) Commit financial scams or cyber-enabled fraud;
- 40

41 shall be guilty of AI-enabled fraud.

42
43 **SECTION 9. Aggravating Circumstances.** - The penalties prescribed herein
44 shall be imposed in their maximum period when:

- 45
- 46 (a) The victim is a minor;
- 47

- (b) The offender acts as part of an organized group;
- (c) The offense affects national security;
- (d) The offense involves a public official, election candidate, or election officer;
- (e) The offense results in substantial financial loss;
- (f) The offense causes serious psychological injury.

SECTION 10. Penalties for Malicious AI Impersonation. - Any person found guilty under Section 4 shall suffer:

- (a) Imprisonment of six (6) years to twelve (12) years; and
- (b) A fine of not less than Five Hundred Thousand Pesos (₱500,000.00) but not more than Five Million Pesos (₱5,000,000.00).

SECTION 11. Penalties for Election Disinformation. - Any person found guilty under Section 5 shall suffer:

- (a) Imprisonment of eight (8) years to fourteen (14) years; and
- (b) A fine ranging from One Million Pesos (₱1,000,000.00) to Ten Million Pesos (₱10,000,000.00).

SECTION 12. Penalties for Non-Consensual Deepfake Sexual Content. - Any person found guilty under Section 6 shall suffer:

- (a) Imprisonment of ten (10) years to fifteen (15) years; and
- (b) A fine ranging from One Million Pesos (₱1,000,000.00) to Ten Million Pesos (₱10,000,000.00).

SECTION 13. Penalties for Deepfake Content Involving Minors. - Any person found guilty under Section 7 shall suffer:

- (a) Imprisonment of twelve (12) years to twenty (20) years; and
- (b) A fine ranging from Two Million Pesos (₱2,000,000.00) to Twenty Million Pesos (₱20,000,000.00).

SECTION 14. Penalties for AI-Enabled Fraud. - Any person found guilty under Section 8 shall suffer:

- (a) Imprisonment of eight (8) years to fifteen (15) years; and

1 (b) A fine equivalent to not less than twice the value obtained through fraud,
2 but in no case less than Five Hundred Thousand Pesos (₱500,000.00).
3

4 **SECTION 15. Liability of Juridical Persons.** - Where the offender is a
5 corporation, partnership, association, or juridical entity, the responsible officers,
6 directors, managers, employees, or agents who knowingly participated in or
7 authorized the prohibited acts shall be held personally liable.
8

9 The juridical entity may additionally be fined up to Fifty Million Pesos
10 (₱50,000,000.00).
11

12 **SECTION 16. Right to Removal and Takedown.** - Victims of prohibited
13 acts under this Act shall have the right to request the immediate removal, blocking,
14 disabling, or restriction of access to unlawful synthetic media.
15

16 **SECTION 17. Civil Remedies.** - Any victim may institute a separate civil
17 action for damages, including:
18

- 19 (a) Actual damages;
- 20
- 21 (b) Moral damages;
- 22
- 23 (c) Exemplary damages;
- 24
- 25 (d) Attorney's fees; and
- 26
- 27 (e) Other appropriate relief.
28

29 **SECTION 18. Preservation of Evidence.** - Relevant digital records,
30 metadata, communications, and electronic evidence relating to alleged violations shall
31 be preserved in accordance with applicable laws and procedures.
32

33 **SECTION 19. Protected Expression.** - Nothing in this Act shall be construed
34 to prohibit:
35

- 36 (a) Satire, parody, or artistic expression where a reasonable person would not
37 be misled as to authenticity;
38
- 39 (b) Journalism conducted in the public interest;
40
- 41 (c) Academic research;
42
- 43 (d) Documentary productions;
44
- 45 (e) Law enforcement activities authorized by law;
46
- 47 (f) Educational uses;
48

1 (g) Technological research and development;

2
3 Provided, that such activities are not undertaken for fraudulent, malicious,
4 exploitative, or unlawful purposes.

5
6 **SECTION 20. Freedom of Expression.** - The provisions of this Act shall be
7 interpreted consistent with the Constitution, particularly the freedoms of speech,
8 expression, the press, and political discourse.

9
10 **SECTION 21. Implementing Rules and Regulations.** - Within ninety (90)
11 days from the effectivity of this Act, the Department of Information and
12 Communications Technology (DICT), in coordination with the Department of Justice
13 (DOJ), National Privacy Commission (NPC), Cybercrime Investigation and Coordinating
14 Center (CICC), National Bureau of Investigation (NBI), Philippine National Police Anti-
15 Cybercrime Group (PNP-ACG), Commission on Elections (COMELEC), and other
16 concerned agencies, shall promulgate the necessary rules and regulations for the
17 effective implementation of this Act.

18
19 **SECTION 22. Separability Clause.** - If any provision of this Act is declared
20 unconstitutional or invalid, the remaining provisions not affected thereby shall remain
21 in full force and effect.

22
23 **SECTION 23. Repealing Clause.** - All laws, decrees, executive orders, rules
24 and regulations, ordinances, and other issuances or parts thereof inconsistent with
25 the provisions of this Act are hereby repealed, amended, or modified accordingly.

26
27 **SECTION 24. Effectivity.** - This Act shall take effect fifteen (15) days after
28 its publication in the Official Gazette or in a newspaper of general circulation.

29
30 Approved,