



DAVE YOST

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May 21, 2024

Dear Chairman Peterson,

I write to you today to express support for House Bill 367, which seeks to protect against unauthorized use of everyday Ohioan's name, image, and likeness.

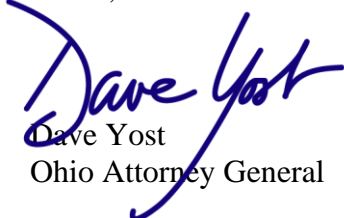
Artificial intelligence is a new tool that is rapidly outpacing mankind's ability to comprehend its capabilities and limitations. Amidst the realization of the benefits of new technology, it is critical that we consider the potential for misuse, and study how new technology might be used for the furtherance of criminal activity. In recent years, the prevalence of "deepfake" technology has been made widely available to the public. With this growth in availability comes the opportunity for bad actors to exploit artificial intelligence's capabilities to deceive and defraud the public. As we await potential action at the federal level to provide guardrails on the use of artificial intelligence, it is left up to you and your fellow legislators to do what you can to protect Ohio's citizens.

Appropriately, House Bill 367 seeks to build-out the state's name, image, and likeness statute to provide basic levels of protections to Ohioans. The legislation does this by surgically removing language surrounding the requirement that those aspects of a persona be for a commercial purpose. Billy and Bobbi Buckeye deserve the same protections as Joe Burrow and TreVeyon Henderson.

House Bill 367 also begins the difficult task of setting guardrails consistent with the First Amendment on the use of artificial intelligence generated deepfake materials and recordings. I am also pleased to see the linkage of the unauthorized use and dissemination of deepfakes to the defamation and extortion statutes.

I commend State Representatives Adam Mathews and Brett Hillyer for their leadership in introducing this important piece of legislation. Please do not hesitate to contact my office with any additional questions.

Yours,



Dave Yost
Ohio Attorney General