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DEPUTY MAJORITY WHIP

Economic Matters Committee



The Maryland House of Delegates  
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THE MARYLAND HOUSE OF DELEGATES  
ANNAPOLIS, MARYLAND 21401

Chairman Wilson  
Vice Chair Crosby  
Maryland House Economic Matters Committee  
230 Taylor House Office Building  
231 Taylor House Office Building  
6 Bladen St  
Annapolis, MD 21401

**Tuesday, March 4th, 2025**

**Testimony of Delegate Marlon Amprey in Support of House Bill 1407 NO FAKES  
Act of 2025**

Dear Chair Wilson, Vice Chair Crosby, and Committee Members,

I am writing to express my support of House Bill 1407, the NO FAKES Act, which affirms every Maryland's right to control the use of their voice, image, and likeness in digital recreations, particularly as artificial intelligence (AI) continues to evolve. This legislation is not about restricting technological progress—it is about ensuring that individuals, artists, and creators have the fundamental right to determine how their identity is used, preventing misuse and exploitation.

AI-powered tools have introduced remarkable innovations, transforming industries and expanding creative possibilities. However, as technology advances, so do the risks of misuse. The ability to generate highly realistic digital replicas of a person's likeness—without their knowledge or consent—raises serious concerns. From deepfake scams targeting seniors to unauthorized digital recreations of musicians, actors, and public figures, Marylanders face increasing threats to privacy, reputations, and livelihoods.

The NO FAKES Act is a proactive and necessary safeguard that ensures Marylanders retain control over their own identity. This bill particularly supports our growing creative and entertainment sectors, which are vital to our economy and culture. Maryland is home to a thriving artistic and musical community, from Baltimore City to Prince George's County and beyond. According to Johns Hopkins University, Baltimore's music industry alone generates \$20 million annually, with 67% of music professionals working independently. For these artists, their voice and likeness are not just personal attributes—they are their brand, their livelihood, and their legacy.

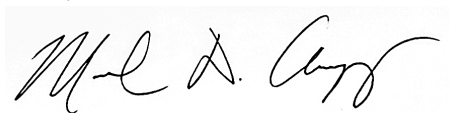
AI is already reshaping industries, from medicine to the arts, and its potential benefits are undeniable. This legislation does not prohibit AI-driven creativity or innovation; it simply ensures that individuals have the right to decide if and how their likeness is used. AI has immense potential to benefit Maryland's economy and creative industries, but we must implement ethical guidelines that protect individuals from harmful impersonations and unauthorized use of their identity. The truth is that everyone is vulnerable to the ill uses of AI. Fraudulent scams using deepfake technology have already been used to manipulate and deceive seniors, who are often targeted by criminals impersonating family members or trusted officials. We've also seen deepfake pornography used without consent, violating privacy and dignity, particularly impacting women and young people. Additionally, politicians, community leaders, and public figures are at risk of having their likeness used to spread false information, undermining public trust and democracy.

However, this legislation does not prevent artists and creatives from engaging with AI—rather, it ensures they have the right to do so on their terms. As Maryland emerges as a leader in AI innovation, this bill sets a foundation for critical discussions on AI ethics, ensuring that technological advancements prioritize the well-being of Marylanders. By holding bad actors accountable, HB1407 affirms that individuals retain rights over their likeness even after death, with the ability to transfer these rights to family members or an estate.

In conclusion, the NO FAKES Act is a significant step toward protecting individual rights, preserving artistic integrity, and promoting ethical AI practices. While AI presents incredible opportunities, it also carries risks that demand proactive safeguards. By passing this bill, we can ensure that Maryland remains ahead of these challenges, fostering an environment where innovation and creativity flourish without compromising personal rights. I urge your support for HB1407 to create a future where technology serves and protects us all.

**For these reasons, I urge a favorable report on HB1407.**

Best,

A handwritten signature in black ink, appearing to read "Marlon Amprey". The signature is fluid and cursive, with a large initial "M" and "A".

Delegate Marlon Amprey  
40<sup>th</sup> Legislative District of Maryland