

3 **Resolution on the Protection of personal likeness in the digital age**

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11 **Preamble**

12 Technological progress should serve humanity by ensuring digital innovations support, not
13 undermine, fundamental rights. While the EU AI Act¹ and GDPR² provide a foundation for data
14 governance, the rapid rise of generative models and digital twins reveals regulatory gaps and
15 fragmentation, requiring a more targeted framework to protect personal dignity.

16 This is no longer a theoretical concern. By 2026, Europol³ warns that a significant share of
17 online content may be synthetically generated. The sharp rise in deepfake incidents has
18 contributed to the institutionalisation of the “Liar’s Dividend,” in which authentic information is
19 often dismissed as false due to widespread AI-generated content.

20 The unauthorised replication of an individual’s voice, face, and behavioural patterns, known
21 as deepfakes, poses systemic risks to financial security, personal reputation, and democratic
22 stability⁴. Although the Digital Services Act⁵ sets important platform obligations, legal remedies
23 for misuse of personal likeness remain fragmented, inconsistently enforced, and insufficiently
24 adapted to generative AI technologies across Member States.

25 **Taking into account that:**

- 26 - According to Europol and the ENISA Threat Landscape 2025⁶, AI-driven fraud using
27 vocal deepfakes has surged, requiring minimal amounts of publicly available audio
28 data to bypass certain security checks or conduct targeted extortion⁷.

1 <https://eur-lex.europa.eu/eli/reg/2024/1689/oj>

2 <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

3 https://www.europol.europa.eu/cms/sites/default/files/documents/Europol_Innovation_Lab_Facing_Reality_Law_Enforcement_And_The_Challenge_Of_Deepfakes.pdf

4 https://www.edps.europa.eu/sites/default/files/publication/18-03-19_online_manipulation_en.pdf

5 <https://eur-lex.europa.eu/eli/reg/2022/2065/oj>

6 https://www.enisa.europa.eu/sites/default/files/2026-01/ENISA%20Threat%20Landscape%202025_v1.2.pdf

7 <https://www.europol.europa.eu/publications-events/publications/chatgpt-impact-of-large-language-models-law-enforcement>

- 29 - Both the European Parliament⁸ and Europol⁹ report a sharp increase in non-
30 consensual synthetic imagery involving minors, making the fight against AI-generated
31 Child Sexual Abuse Material¹⁰ a top law enforcement priority.
32 - Law enforcement authorities are increasingly confronted with the “deepfake
33 defence”¹¹, where authentic evidence is dismissed as AI-generated, thereby
34 undermining judicial proceedings and eroding trust in the rule of law.

35 ***We recognise that:***

36 Digital identity is more than a collection of data; it is a direct extension of the individual. A
37 person’s likeness, including biometric templates and vocal characteristics, forms what can be
38 described as a “digital twin”¹², which is increasingly relevant to the protection of privacy and
39 personal autonomy under Article 8 of the European Convention on Human Rights¹³.

40 AI-enabled misuse of these traits threatens the security of all citizens, especially young
41 people¹⁴, who face higher risks of cyberbullying and image-based sexual abuse. We affirm
42 that human dignity must take precedence over technological advancement.

43 Personal likeness is a distinct legal interest that requires protection through explicit, informed,
44 and revocable consent. We also recognise the importance of freedom of expression; therefore,
45 protection measures must allow legitimate satire and parody¹⁵, as long as such content is
46 clearly and non-deceptively labelled as synthetic. This must be ensured without
47 disproportionately restricting artistic expression, journalism, and legitimate satire.

48 ***Acknowledging that:***

- 49 - Generative AI has evolved faster than existing personality rights frameworks, creating
50 a legal grey area where identities can be reproduced or commercialised without the
51 individual’s involvement.
52 - Biometric data¹⁶ is a special category under the GDPR, but synthesising this data into
53 realistic digital personas requires stronger protection.
54 - The rapid spread of non-consensual synthetic imagery seriously affects the
55 psychological well-being, safety, and professional prospects of young Europeans.
56 - Transparency is essential for digital trust¹⁷. Citizens must be able to verify the source
57 of digital content, including through interoperable technical standards and platform
58 accountability mechanisms.

⁸ [https://www.europarl.europa.eu/RegData/etudes/BRIE/2025/769570/EPRS_BRI\(2025\)769570_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/BRIE/2025/769570/EPRS_BRI(2025)769570_EN.pdf)

⁹ <https://www.europol.europa.eu/crime-areas/child-sexual-exploitation>

¹⁰ <https://eur-lex.europa.eu/eli/dir/2011/93/oj>

¹¹ https://www.europol.europa.eu/cms/sites/default/files/documents/Europol_Innovation_Lab_Facing_Reality_Law_Enforcement_And_The_Challenge_Of_Deepfakes.pdf

¹² <https://digital-strategy.ec.europa.eu/en/library/ethics-guidelines-trustworthy-ai>

¹³ <https://fra.europa.eu/en/law-reference/european-convention-human-rights-article-8-0>

¹⁴ <https://fra.europa.eu/en/publication/2026/child-protection-social-media>

¹⁵ <https://eur-lex.europa.eu/eli/reg/2024/1689/oj>

¹⁶ [https://www.europarl.europa.eu/RegData/etudes/STUD/2021/696968/IPOL_STU\(2021\)696968_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2021/696968/IPOL_STU(2021)696968_EN.pdf)

¹⁷ <https://digital-strategy.ec.europa.eu/en/policies/online-disinformation>

59 **YEPP calls upon:**

- 60 - **The European Commission** to develop a framework for the protection of personal
61 likeness, ensuring consistent safeguards across Member States. This would protect
62 people's physical identity and AI-made versions from unauthorised use.
- 63 - **The European Parliament** to ensure that any use of a person's likeness in AI training
64 or synthetic media is based on explicit, purpose-specific, and easily revocable consent,
65 by clarifying and strengthening the "right to be forgotten" under GDPR in the context
66 of AI systems, ensuring that individuals can effectively exercise control over the use of
67 their personal likeness in training data and synthetic outputs. This should include
68 effective and enforceable remedies, such as the deletion of unlawfully processed
69 data¹⁸, proportionate technical mitigation measures (including unlearning where
70 feasible), output suppression, and compensation mechanisms, in line with
71 fundamental rights and due process.
- 72 - **Member States and digital platforms** to fully implement and strengthen existing
73 Digital Services Act mechanisms, ensuring rapid and effective takedown mechanisms
74 for non-consensual deepfake content, particularly in cases involving minors¹⁹ or sexual
75 content.
- 76 - **Member States** to ensure that malicious and harmful AI-enabled identity misuse²⁰,
77 including fraud, impersonation, and non-consensual sexualised content, is effectively
78 addressed through proportionate criminal and civil measures.
- 79 - **The European Commission** to protect democratic integrity by introducing clear
80 transparency, labelling, and traceability requirements for synthetic likenesses in
81 political advertising, and consider additional safeguards during electoral periods, in line
82 with the Regulation on Political Advertising²¹.
- 83 - **The European Commission** to support EU-funded initiatives for media literacy and
84 promote the development of technological solutions, including watermarking and
85 provenance verification systems (such as C2PA²²), promoting EU-wide interoperability
86 and adoption across platforms through common technical standards, to enable citizens
87 to verify the authenticity of digital content.

88 **Conclusion**

89 Protecting our digital identities is one of Europe's defining challenges of the digital age. As AI
90 advances, our faces and voices must remain symbols of truth and personal sovereignty. We
91 urge the EU to set high global standards for digital personal integrity. Protecting one's likeness
92 supports trust, freedom, and democracy. It is a foundation for trustworthy, human-centred
93 innovation.

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¹⁸ https://www.edpb.europa.eu/system/files/2024-05/edpb_20240523_report_chatgpt_taskforce_en.pdf

¹⁹ https://fra.europa.eu/sites/default/files/fra_uploads/fra-2020-artificial-intelligence_en.pdf

²⁰ <https://rm.coe.int/conventions-on-cybercrime-the-budapest-convention-and-the-draft-un-tre/1680b1631a>

²¹ <https://eur-lex.europa.eu/eli/reg/2024/900/oj>

²² <https://c2pa.org/>