

CAWG & the Legislative Landscape

Laws and Standards Presentation

Prepared by Erik Passoja • March, 2026



Three Converging Mandates

CAWG & C2PA Domains

1

Disclose AI Origin

SB 942 (CA) & AB 853 (CA)
Stop Deepfakes Act S6954A (NY)
HB 276 (Utah)

2

Preserve Provenance

SB 942 & AB 853 (CA)
Stop Deepfakes Act S6954 (NY)
HB 276 (Utah)
US COPIED Act

3

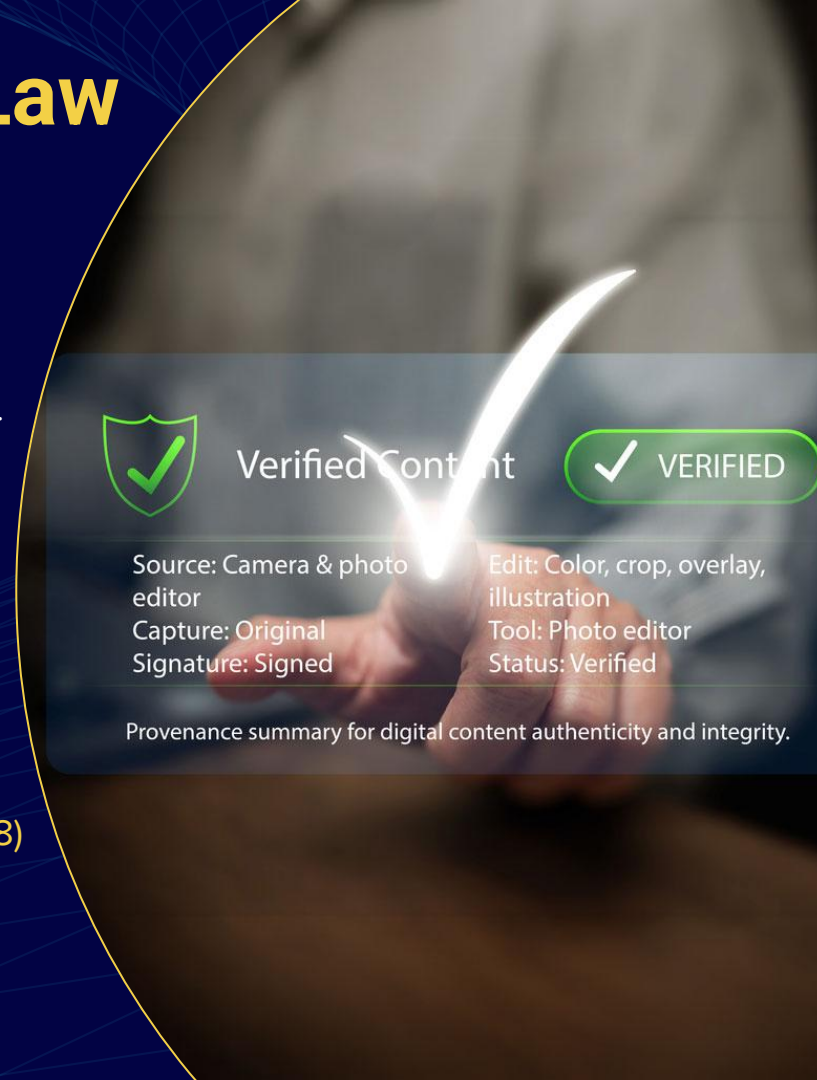
Informed Consent

AB 2602 (CA)
ELVIS Act (TN)
US NO FAKES Act
AB 1836 (CA)
HB 276 (Utah)
AB 621 (CA)
US TAKE IT DOWN ACT

Provenance Is Becoming Law

Machine-Readable Origin of Digital Asset

- **SB 942 (CA) — Aug 2, 2026**
 - Requires persistent, machine-readable disclosure of synthetic content.
 - Includes enforcement mechanisms for disabling disclosure.
- **AB 853 (CA) — August 2, 2026 & 2027, 2028**
 - Platforms retain provenance.
 - Device-level capabilities extend into 2027–2028.
- **NY Stop Deepfakes Act — Active**
 - References C2PA-aligned provenance approaches.
 - Enforcement penalties up to \$25,000.
- **Utah HB 276 — Phased: Platforms (2027), Devices (2028)**
 - Platforms detect and surface provenance data.
 - Removal or alteration is restricted.



Identity Is Becoming Law

Enforceable Right of Publicity

- **Elvis Act (TN) — July, 2024**
 - Expands right of publicity to include voice.
 - Applies to unauthorized digital replicas.
- **NO FAKES Act (Federal) — Active Bill**
 - Establishes rights in digital likeness and voice.
 - Requires proof of authorized use.
- **AB 1836 (CA) — Jan 2025**
 - Protects deceased personalities.
 - Consent required from estate.
- **Take It Down Act — May 2025**
 - 48-hour removal requirement.
 - Requires identification of the depicted individual.



Consent Is Becoming Law

Enforceable Right of Publicity

- **AB 2602 (CA) — July 2024**
 - Requires clearly defined and specific consent for digital replicas.
- **NO FAKES Act (Federal) — Active Bill**
 - Consent must be written, signed, and time-limited.
- **HB 276 (Utah) — Phased: Platforms (2027), Devices (2028)**
 - Consent must be obtained and verifiable.
 - May be revoked over time.
- **AB 621 (CA) — January 2026**
 - Requires plain-language consent.
 - Includes rescission window.
- **ELVIS ACT (TN) — March 2024**
 - Requires consent for commercial use.



Enforcement Speed

Mitigating Damage (Reputational, Social, Trust)

Take It Down Act	48 HOURS	Platform removal requirement
SB 683 (CA)	2 DAYS	Expedited TRO
SB 942 (CA)	96 HOURS	License enforcement

Manual processes do not scale to these timelines.

Machine-readable signals enable:

- Faster identification
- Faster decisions
- More consistent enforcement

Full document at

https://docs.google.com/document/d/1T3mzP_-xSW4n_rnjyLNdFPZiGVaGf0ZGA9xgsR6t6l8/edit?usp=sharing



SHIELD Act

(Securing Human Identity and Ensuring Legal Disclosure) Act

Builds on the NO FAKES Act

Property right ⇒ Requires Consent for capture and use

Extends transparency and control to individuals beyond copyright

Digital Replica Informed Consent is the process by which an individual is **fully educated** about the **specific uses, risks, and benefits** associated with the creation and use of their digital replica before agreeing to its capture or utilization. It requires **clear, explicit, and comprehensive details** about the intended usage, ensuring that the individual **is aware of and consents to** each distinct application of their digital replica.

Some current types of informed consent:

- Medical
- Education
- Employment
- Legal
- Data (CA CCPA & CPRA)
- Financial

⇒ [Link to the SHIELD Act](#)

a civil action brought

y described in this parag

without consent of the ap

play, distribut mis

bility under this subse





ANCHOR Act

(Authenticating Native Content and Human Origin Record) Act

Builds on the COPIED Act

Granular watermarking standards, individual / industry specific
Creates actionable framework + verification mechanism

Key Elements:

- **Public-Private Standards Board**
(NIST-led with 40% civil society representation)
- **Sector-specific** in-device watermarking standards
- **UUID tracking at creation point**
- **Blockchain verification with consent control**
- **Built-in safeguards**
(ban on mass surveillance, oversight committee, data minimization)

Impact:

- **Permission-based** authentication
- **Multi-factor verification**
- **Clear compliance pathways, C2PA compatibility**

⇒ [Link to the ANCHOR Act](#)



KYC ID (ID)	Know-Your-parties info
Patient ID	A unique id
Provider ID	The official
NAICS code (N.A. Standard) ¹ (North American Industry Classification System)	e.g. 622110 621490
Medical Record Number (MRN)	A unique nu
Encounter ID	A unique id with the hea
Procedure Code(s)	Standard m during the e
Diagnosis Code(s)	Standard m
Consent Status	Indicator of
Times (ISO)	The exact d ested, in
	PS co g ge
	io v.
	mu at th
	to a d ccess
Regula	specific co with laws an

Builds on the COPIED Act



GUARD Act

(Gatekeeper Universal Authentication Replica Defense) Act

Full Enforcement Mechanism for SHIELD & ANCHOR Acts

Ensures disclosures are actively checked and enforced

Enforces transparency with AI training data

Key Provisions:

- Any system that plays/delivers digital identity content must **authenticate it first**
 - Check watermark
 - Check consent
- Authenticated ⇒ **delivery**
- Not Authenticated ⇒ **blocked and flagged**

Why this matters:

- Instead of trying to stop creation, we **block distribution**
- Creates a **checkpoint system** that works across all platforms
- Bad content gets caught **before reaching audiences**

⇒ [Link to the GUARD Act](#)



NETFLIX



ACTIVISION



tubi

ROKU

