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## Digital Protection Act - Executive Summary

The Digital Protection Act establishes a modern legal framework to protect individuals - particularly public figures and children - from identity misuse, deepfakes, synthetic media, and digital impersonation. It responds to the accelerating risks created by AI-generated content, online amplification, and the commercialisation of personal likeness without consent. The Act provides a clear, enforceable pathway for individuals to regain control over their identity in digital environments.

The Act introduces a **statutory right to personal identity protection**, covering name, image, voice, likeness, biometric indicators, and recognisable personal attributes. It prohibits the creation, distribution, or commercial use of synthetic or manipulated content that materially misrepresents a person, unless explicit consent is obtained. This includes deepfakes, AI-generated replicas, fabricated statements, and deceptive digital personas.

A streamlined **notice-and-takedown process** requires platforms, publishers, and distributors to remove harmful or unauthorised identity-based content within defined timeframes. High-risk content involving children, sexualised material, or reputational harm triggers accelerated obligations. Platforms must maintain transparent reporting channels, preserve evidence, and cooperate with enforcement bodies.

The Act establishes a **Digital Identity Commissioner** with powers to investigate, issue compliance notices, impose penalties, and coordinate cross-agency responses. Civil remedies allow affected individuals to seek takedown orders, compensation, and injunctions. Criminal penalties apply in cases involving coercion, exploitation, or malicious intent.

For children, the Act creates **enhanced protections**, recognising their heightened vulnerability. It prohibits the creation or distribution of synthetic child imagery, restricts algorithmic amplification of harmful content, and mandates immediate removal of child-related impersonation or deepfake material.

The Digital Protection Act balances innovation with safety. It does not restrict legitimate satire, artistic expression, or political commentary, provided such content is clearly identified and not materially misleading. It supports responsible AI development by requiring transparency, watermarking, and provenance standards for high-risk synthetic media.



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By establishing clear rights, obligations, and enforcement mechanisms, the Act provides a modern, future-proofed framework that protects personal identity, strengthens public trust, and ensures digital environments remain safe, fair, and respectful.

The Digital Protection Sample Act is drafted as a complete, standalone legislative framework. It intentionally includes provisions that may already exist, in whole or in part, within your country's current laws. This is by design. The Act provides a consolidated, modernised structure that can be adopted in full or used to strengthen existing legislation where gaps, inconsistencies, or outdated provisions remain. Jurisdictions may choose to implement the Act as a comprehensive package or selectively integrate specific Parts, Subparts, or enforcement mechanisms to enhance the power, clarity, and effectiveness of their current legal protections.