

Question for written answer E-001742/2025
to the Commission
Rule 144
Dan-Ștefan Motreanu (PPE)

Subject: Protecting citizens and democracy against the threat of deepfake and AI-generated content

The Danish Government recently announced its intention to ban the distribution of deepfake videos and AI-generated content without the consent of the individuals depicted. The government argues that current legislation is insufficient to protect democracy, public discourse and personal identity from the harmful effects of manipulated content. To address this, Denmark plans to amend its Copyright Act by introducing a new right for individuals over the use of their own body, voice, facial features and image. The proposal would allow for a ban on the distribution of deepfakes and AI-generated material portraying individuals without their consent.

Given the serious threats that non-consensual deepfake content poses to personal rights, trust in public information and democratic stability across the EU, swift and coordinated action at European level is urgently needed.

What concrete measures does the Commission intend to take to address the risks posed by deepfake and AI-generated content and to ensure the protection of citizens' identity and dignity and democratic values across the Union?

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