

Thank you, Chairman Bilirakis, Ranking Member Schakowsky, Chair Rodgers, Ranking Member Pallone. It is an honor to be here discussing such an important topic before this committee.

I'm Clark Gregg, an actor and screenwriter, and a proud member of SAG-AFTRA and the WGA.

You might remember me from my role as Agent Coulson in the Marvel Cinematic Universe. My character had access to all kinds of advanced technology, including some that worked through biometrics.

Some of that comic book technology is not so far off from reality these days, is it?

But, I'm not here to talk about fictional universes, and these issues are not science fiction.

Data privacy concerns affect everyone, and it's especially important that we protect biometric information which includes data such as voice prints, facial mapping, and even gait or personally identifying physical movements — all of which have been included at various points in state and federal privacy legislation. We support the committee's ongoing work to construct national privacy protections in order to ensure that people's personal information is not used without their knowledge in ways that could hurt them and bring harm to others.

I'm here because this is an issue that impacts my fellow SAG-AFTRA members — actors, broadcasters, recording artists, all of them... This also affects every individual who has personal information such as voice, likeness and audio/visual material online. They need to have their biometric information protected from unauthorized use.

Those voices, images, and performances are digitized on the internet both legally and illegally. Because of this, and because AI is currently unregulated, AI models ingest them and can reproduce and regurgitate them at will, without consideration, compensation or consent for the artist whose voice and likeness is being used. That's a violation of privacy rights, yes, but it's

also a violation of our ability to compete fairly in the employment marketplace.. And they are deceptively presented to viewers as if those performances were real.

You may have heard that one of the biggest issues facing SAG-AFTRA relates to protecting our voices and likenesses — our biometrics — from unauthorized use by artificial intelligence.

But the threat is bigger than how these can be used without permission in film, TV and music. It is not just the film and television studios we have to worry about.

This is an issue that impacts every American.

Biometric information — even something as seemingly routine as a voice print or facial map — can be exploited in ways that pose a legitimate danger to individuals and the broader public, even to national security.

Stolen voices have and will continue to be used to defraud grandmothers and corporate executives alike. Fake content can be used to sway public opinion or cynically sell a product. Earlier this month, Tom Hanks' stolen likeness was used to sell dental insurance.

As more companies move toward using biometric information to verify identity, these risks expand exponentially. We must be vigilant and we must protect our data. We demand that key questions be answered: .

How and why is our biometric information being collected?

How is it being used? Are there limitations on its use?

What control do we have over the data?

In our SAG-AFTRA AI guidelines, we demand the following answers....

Are voice and likeness assets being safely stored?

Who has access to them?

What happens to data when the contractual relationship ends?

What happens if there is a data breach?

Privacy laws in over two dozen other countries and many US states address these essential biometric data safety.data.

Overall, the US remains behind the curve with no comprehensive federal privacy laws. Instead, individuals must depend on inconsistent state laws.

SAG-AFTRA's fight to protect voices and likenesses from exploitation is linked with the broader need for data privacy protections, especially biometric data. We will protect our members from unauthorized use, but all individuals deserve safeguards against unauthorized access to their biometric data.

The U.S. must address data privacy, and Congress must help Americans maintain responsibility and control over their digital identity in the age of AI. In addition to the protections in this bill, we believe Congress must act to prevent future misappropriation of creators' digital identity which encompasses everything from personal information to performances.

In closing, we fully support every American having increased protection over their personal information. And, for artists and creators who depend on our personal and individual voice and likeness to make a living, we need to have our intellectual property protected against AI systems that ingest, use, reproduce, mimic, and commercialize our work. . Without intervention, AI technology could very quickly lead to the dehumanization of the workforce. Human beings, not corporations, not technology, should be entitled to a say in how their information is used.

Thank you for your time.

