Tomorrow's Affairs
Analysis of today
Assessment of tomorrow

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A single step towards better safety for humans

Back in the day, when I was in the entertainment industry, it was normal to hear about celebrities, insuring their body parts for millions.

Also, copyright has been established for a long time to protect original works of authorship.

But what if I tell you that anyone could soon also protect themselves? And by that, I mean your face, your voice, and your likeness.

Remember when I asked you a couple of weeks ago, "Has the AI crackdown begun?" It wasn't a question for headline purposes. As a storyteller and industry analyst, all my topics are interconnected, and I am sure you have noticed that by now.

Technology and innovation are like the roots and trunk of a tree. They are the foundation that holds it all together. But every tree has branches and leaves that grow and develop every single day. That is how I see this journey we are on with technology, innovation, and AI.

When I asked that question, I knew we were beginning a new chapter of a yet-to-be-finished book. I saw another branch growing. And here we are today, with a topic that is about to change our futures, once again. So today, my eyes are on Denmark's leadership in protecting people.

The Law That Protects You, Not Just Art

Denmark is proposing a groundbreaking amendment to their law by giving every citizen copyright over their own likeness.

That means deepfakes of your face, voice, or mannerisms, including AI-generated impersonations, would be illegal unless you consent.

Anyone whose likeness gets used without permission can trigger takedown requests and, in some cases, seek compensation.

> "Everybody has the right to their own body, their own voice, and their own facial features" - Jakob Engel-Schmidt

As Culture Minister Jakob Engel-Schmidt put it when he spoke to CNN a few weeks ago, “In the bill, we agree and are sending an unequivocal message that everybody has the right to their own body, their own voice, and their own facial features, which is apparently not how the current law is protecting people against generative AI.”

He added that human beings can be run through the digital copy machine and be misused for all sorts of purposes, and he is not willing to accept that.

Denmark's move is exactly what we need as we enter uncharted waters. Platforms that fail to comply face "severe fines," and Denmark plans to leverage its EU Council presidency to inspire similar rules across Europe. And from Europe? To the rest of the world.

You can now understand why I said earlier that we were beginning a new chapter of a yet-to-be-finished book.

What This Law Means for Real People

Finally, a non-abstract policy everyone can understand. Its protection is rooted in our identity. Let me break down what it delivers.

Immediate takedown power. If your AI-generated likeness appears online without your say-so, you can make it go away.

Platform accountability. Tech companies must act or risk hefty penalties under EU and national law.

New rights, not just remedies. Currently, deepfake victims often navigate confusing legal territory. This law simplifies everything. Improper use of your image becomes a

violation of copyright. Plain and simple. In other words, human dignity encoded in legislation.

Why Take Action Now?

Because deepfakes are everywhere, and they are growing by the second. From manipulated political ads to fake endorsements. They are becoming so good that even I need to do a double-take sometimes.

Public trust is getting lost because seeing no longer equals believing. Denmark is responding to this challenge and acting upon it.

As CNN puts it, this law ensures people can demand removal from platforms, even celebrities can be silenced by synthetic impersonations unless they consent.

> Denmark's law aligns with the EU's Digital Services Act - World Economic Forum

The World Economic Forum notes that Denmark's law aligns with the EU's Digital Services Act and offers a model for safeguarding democracies under digital pressure.

And legal experts emphasise that this is the first time a country has framed personal identity as copyrightable material. Of course, some critics also challenge this route, suggesting privacy or media regulation might work better.

A Global Ripple in Motion

Already, legislative action is stirring beyond Denmark. The U.S. passed the "Take It Down Act", targeting non-consensual deepfake pornography.

In the UK, other laws are emerging to criminalise harmful AI-generated content. And the EU demands transparency in AI-generated media through the AI Act.

But here's why Denmark stands out. It treats identity like property, granting proactive power to citizens instead of just reactive control.

> EU neighbours will follow quickly to avoid being the digital wild west

If and when Denmark's bill passes (widely expected in late 2025 or early 2026), EU neighbours will follow quickly to avoid being the digital wild west.

The U.S., Canada, and others may feel pressure to match these protections before deepfakes become fully normalised.

Holding Tech Accountable Without Silencing Creativity

In fact, this law is not here to clamp down on artistic expression or satire. It strikes at misuse that damages trust, identity, and consent.

We believe that human beings have the right to say yes and no to them being used by generative AI - Jakob Engel-Schmidt

Danish Culture Minister Engel-Schmidt said, "We are champions of freedom of speech, we would like everyone to be heard, but we also believe that human beings have the right to

say yes and no to them being used by generative AI."

Is this the right way of balancing innovation with human rights? We shall answer that at a later date.

The Light At The End of The Tunnel

If you are worried about your image, voice, or likeness being used without permission, you're finally looking at a legal pathway to protection. This law normalises consent, offline and online.

It's a shift in perspective that centres people before platforms. It means you can confidently say no to unauthorised AI creations in your likeness.

> Denmark has kicked off a new chapter in digital identity law

Denmark has kicked off a new chapter in digital identity law. A statement about people's sovereignty in a world increasingly shaped by AI.

What if every country soon declared that your face, voice, and identity are yours to control, even in a world built on algorithms?

The "soon" is wishful thinking from my side, as I know this will be a long process, but seeing the beginning is here is exciting, and I cannot wait to follow up on this story in a few months.

As one of my favourite philosophers (Lao Tzu) said, "A journey of a thousand miles begins with a single step," and in this story, Denmark is just that, a single step towards better safety for humans.