

# Digitally Altered Body Images Bill

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[AS INTRODUCED]

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# B I L L

TO

Require advertisers, broadcasters and publishers to display a logo in cases where an image of a human body or body part has been digitally altered in its proportions; and for connected purposes.

**B**E IT ENACTED by the Queen’s most Excellent Majesty, by and with the advice and consent of the Lords Spiritual and Temporal, and Commons, in this present Parliament assembled, and by the authority of the same, as follows:—

## **1 Principles for the use of digitally altered body images**

- (1) The principles for the use of digitally altered body images are—
  - (a) advertisers, broadcasters and publishers should display a logo in cases where they use an image of a human body or body part that has been fundamentally changed using digital means; and
  - (b) that logo should be a single, standard, recognisable image.
- (2) In this section, “fundamentally changed” means altered in proportions to the extent that it presents an unrealistic or unachievable aspirational body or body part image.

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## **2 Approval of self-regulatory measures**

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- (1) The House of Commons has approved self-regulatory measures proposed by the Advertising Standards Authority (ASA) if it passes a motion of the form in subsection (3).
- (2) A Minister of the Crown must lay before the House of Commons the self-regulatory measures proposed by the ASA before moving a motion of the form in subsection (3).
- (3) The form of the motion is—

“That this House agrees that the self-regulatory measures proposed by the Advertising Standards Authority and laid before the House on [date] are consistent with the principles for the use of digitally altered body images and approves them for the purposes of the Digitally Altered Body Images Act 2022.”

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**3 Statutory measures in the absence of approval of self-regulatory measures**

- (1) Subsections (2) to (4) do not come into force if the House of Commons has approved self-regulatory measures under section 2.
- (2) The Secretary of State must by regulations make provision about the use of digitally altered body images by advertisers, broadcasters and publishers. 5
- (3) Regulations under subsection (2) –
  - (a) must be consistent with the principles in section 1(1);
  - (b) may include provision –
    - (i) creating criminal offences punishable with a fine in respect of failures to comply with the regulations, 10
    - (ii) about such offences, and
    - (iii) for, about or connected with the imposition of civil sanctions;
  - (c) may make different provision for different purposes; and
  - (d) are to be made by statutory instrument.
- (4) A statutory instrument containing regulations under subsection (2) may not be made unless a draft of the instrument has been laid before and approved by a resolution of each House of Parliament. 15

**4 Commencement and expiry**

- (1) Sections 1 and 2, this section and section 5 come into force on the day on which this Act is passed. 20
- (2) Section 2 expires at the end of the period of one year beginning with the day on which this Act is passed.
- (3) Section 3 comes into force at the end of the period of one year beginning with the day on which this Act is passed (but see section 3(1)).

**5 Extent and short title**

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- (1) This Act extends to England and Wales, Scotland and Northern Ireland.
- (2) This Act may be cited as the Digitally Altered Body Images Act 2022.

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