

April 17, 2025

Dear Tanya,

Thank you for writing and for providing us with the opportunity to speak to the Canadian Association of Voice Actors (CAVA) and share the Green Party of Canada's platform. We appreciate your advocacy.

Please find our response below.

Best regards,

Catherine Glavina
Policy Leader
Green Party of Canada

If your party forms the next government, will it act urgently to pass legislation that safeguards Canadians' 3C rights over the use of their voice, image, name and likeness?

The Green Party of Canada believes Canadians must have strong, enforceable rights over their personal data and digital identity—including their voice, image, name, and likeness (VINL). We agree that the growing ability of AI to clone and manipulate human likenesses raises serious ethical, legal, and economic concerns that demand legislative action.

We support the principle of Consent, Control, and Compensation (3C rights) as outlined in your letter. As part of our broader AI framework, we would work to create a national strategy on AI that includes clear protections for individuals against the unauthorized use of their voice or likeness by AI systems. This would include requirements for explicit, informed consent before anyone's VINL is used to train AI or create synthetic media, along with clear legal rights to control and limit its use.

We also believe Canadians deserve the right to be fairly compensated when their work, voice, or likeness is used to generate profit—especially when it may replace their own future opportunities. These protections are essential not only for performers and creatives, but for public trust and democratic integrity.

If elected, we would support legislation to safeguard Canadians' 3C rights and ensure AI technologies develop in a way that is ethical, transparent, and fair.