

FIFTEENTH CONGRESS OF THE REPUBLIC  
OF THE PHILIPPINES  
*First Regular Session*

SENATE  
OFFICE OF THE SECRETARY

10 JUL -8 8:32

SENATE

Senate Bill No. 846

RECEIVED BY: J

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INTRODUCED BY SEN. JINGGOY EJERCITO ESTRADA

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EXPLANATORY NOTE


Section 5 of Article 2 of the Constitution provides that, "The maintenance of peace and order, the protection of life, liberty and property, and the promotion of general welfare are essential for the enjoyment by all the people of the blessing of democracy."

The privacy of individuals and their families have been violated by photographers, videographers and audio recorders who physically trespass in order to capture images or other reproductions of their private lives for commercial purposes, or who do so constructively through intrusive modern visual or auditory enhancement devices, such as powerful telephoto lenses and hyperbolic microphones that enable invasion of private areas that would otherwise be impossible without trespassing.

Such harassment and trespass threatens not only public persons and their families, but also private persons and their families for whom personal tragedies or circumstances beyond their control create media interest.

This bill seeks to provide protection from personal intrusion for commercial purposes to protect individuals and their families against intrusions on their privacy due to activities undertaken in connection with the reproduction and broadcast of their private activities.

Immediate approval of this bill is earnestly sought.

  
JINGGOY EJERCITO ESTRADA  
Senator

10 JUL -8 AM 32

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AN ACT  
TO PROVIDE PROTECTION FROM PERSONAL INTRUSION FOR  
COMMERCIAL PURPOSES

*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:*

**SECTION 1. Short Title.** – This Act shall be known as the “*Personal Privacy Protection Act of 2010*”.

**SEC. 2. Declaration of Policy.** – It is hereby declared the policy of the State to adopt measures that would effectively promote the maintenance of peace and order, the protection of life, liberty and property, and the promotion of the general welfare which are essential for the enjoyment by all the people of the blessing of democracy in a just and humane society.

**SEC. 3. Definition of Term.** – For purposes of this Act, the term “for commercial purposes” shall mean with the expectation of sale, financial gain or other consideration.

**SEC. 4. Rule of Construction.** – For purposes of this Act, a visual image, sound recording, or other physical impression shall not be found to have been, or intended to have been, captured for commercial purposes unless it was intended to be, or was in fact, sold, published or transmitted in Philippine or foreign commerce, or unless the person attempting to capture such image, recording, or impression moved in Philippine or foreign commerce in order to capture such image, recording, or impression.

**SEC. 5. Trespass for Commercial Purposes Invasion of Legitimate Interest in Privacy for Commercial Purposes.** –

- (1) Trespass for Commercial Purposes – It shall be unlawful to trespass on private property in order to capture any type of visual image, sound recording, or other physical impression of any person for commercial purposes;
- (2) Invasion of Legitimate Interest in Privacy for Commercial Purposes – It shall be unlawful to capture any type of visual image, sound recording, or other physical impression for commercial purposes of a personal or familiar activity through the use of a visual or auditory enhancement device, even if no physical trespass has occurred if:

- a. the subject of the image, sound recording, or other physical impression has a reasonable expectation of privacy with respect to the personal or familiar activity captured; and,
- b. the image, sound recording, or other physical impression could not have been captured without a trespass if not produced by the use of the enhancement device.

**SEC. 6. Cause of Action.** – Any person who is legally present in the Philippines who is subject to a violation of this Act may, in a civil action against the person engaging in the violation, obtain any appropriate relief, including compensatory damages, punitive damages and injunctive and declaratory relief. A person obtaining relief may be either or both the owner of the property or the person whose visual or auditory impression has been captured. In any civil action or proceeding to enforce a provision of this Act, the court shall allow the prevailing party reasonable attorney's fees as part of the costs. In awarding attorney's fees, the court shall include expert fees as part of the attorney's fees.

**SEC. 7. Limitation on Defense.** – It is not a defense to an action under this Section that:

- (1) no image or recording was captured; or
- (2) no image or recording was sold

**SEC. 8. Use of Images.** – Nothing in this Act may be construed to make the sale, transmission, publication, broadcast, or use of any image or recording of the type or under the circumstances described herein in any otherwise lawful manner by any person subject to criminal charge or civil liability.

**SEC. 9. Limitation.** – Only a person physically present at the time of, and engaging or assisting another in engaging in a violation of this Act is subject to civil liability under this Act. A person shall not be subject to such liability by reason of the conduct of an agent, employee, or contractor of that person, or because images or recordings captured in violation of this Act were solicited, bought, used, or sold by that person.

**SEC. 10. Law Enforcement Exemption.** – The prohibitions of this Act do not apply with respect to official law enforcement activities.

**SEC. 11. Repealing Clause.** – Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation contrary to or inconsistent with the provisions of this Act is hereby repealed, modified or amended accordingly

**SEC. 12. Separability Clause.** – Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation contrary to or inconsistent with the provisions of this Act is hereby repealed, modified, or amended accordingly.

**SEC. 13. Effectivity.** – This Act shall take effect fifteen (15) days after its publication in at least two (2) newspapers of general circulation.

*Approved,*