

**CONTEMPORARY CONSIDERATIONS OF THE DIGITAL AGE: JUSTIFYING
THE NEED FOR SUI GENERIS PROTECTION OF IMAGE RIGHTS IN UGANDA
AMIDST THE RISE OF SOCIAL MEDIA AND GENERATIVE AI**

MELISSA NINSIIMA

AS21B11/244

**A DISSERTATION SUBMITTED TO THE SCHOOL OF LAW IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF BACHELOR OF LAWS OF
UGANDA CHRISTIAN UNIVERSITY**

May, 2025



**UGANDA CHRISTIAN
UNIVERSITY**

A Centre of Excellence in the Heart of Africa