

# HB883 • Maryland

## Consumer Protection - Artificial Intelligence - Behavioral Health Care Prohibitions

In Committee

Risk: Medium

Sector-Specific

Last Action (Mar 25, 2026): Hearing 4/01 at 1:00 p.m.

### Summary

HB883 prohibits AI developers in behavioral health care from making misleading representations, requires specific consumer notices, and mandates adherence to defined protocols.

### Business Impact

If you use AI in behavioral health care, you must ensure claims about efficacy, safety, or outcomes are specified by July 1, 2024, or face penalties.

### Key Provisions

- Prohibits AI developers in behavioral health care from making misleading representations about AI capabilities.
- Classifies violations as unfair, abusive, or deceptive trade practices under the Maryland Consumer Protection Act.
- Requires AI related to behavioral health care to include a clear disclosure of AI use and adhere to defined protocols when provided to consumers in Maryland.
- Applies to developers making or knowingly causing AI to make prohibited actions.

### Compliance Checklist

- Update marketing materials to comply with representation prohibitions | Who: AI developers and providers | Penalty: Classified as unfair trade practices
- Implement notices or protocols in AI products | Who: Companies providing AI services | Penalty: Classified as unfair trade practices

### Industries Affected

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Employment

Technology

Healthcare

Behavioral  
Health Care

Consumer  
Protection

Artificial  
Intelligence

## Topics

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AI Healthcare

AI in Insurance

Comprehensive AI

## Bill Sponsors

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Name	Party	Role
Dumais		Primary
Luedtke		Cosponsor
Queen		Cosponsor
Kaiser		Primary
Ali		Cosponsor
Kelly		Cosponsor
Patterson		Cosponsor
Proctor		Cosponsor
Lierman		Cosponsor
Pena-Melnyk		Cosponsor
K. Young		Primary
Kerr		Primary

## Roll Call Votes

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Date	Description	Yea	Nay	Result
2026-03-11	On Third Reading	110	23	Passed

## Official Source

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<https://mgaleg.maryland.gov/mgaweb/Legislation/Details/HB0883?ys=2026RS>

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