

HB952 • Maryland

Consumer Protection - Companion Chatbots - Regulation

In Committee

Risk: Medium

Sector-Specific

Last Action (Mar 23, 2026): Hearing 3/26 at 1:00 p.m.

Summary

The bill mandates operators of companion chatbots to publish specific user protocols, limit data collection, and establish complaint systems, with enhanced measures for minors, including parental consent and age verification.

Business Impact

If you operate companion chatbots in Maryland, you must implement user protocols and complaint systems by July 1, 2024, or face penalties.

Key Provisions

- Operators must establish and publish detailed user protocols for companion chatbots, including data security guidelines.
- Enhanced measures must be implemented for minor users, including parental consent and age verification.
- Operators are limited in the type and amount of data they can collect and must provide users with information on data practices.
- A complaint system must be established and maintained by operators.
- The Office of Suicide Prevention will publish data on chatbot interactions and user demographics compiled from operators annually.

Compliance Checklist

- Establish and publish user protocols for companion chatbots | Who: Operators of companion chatbots
- Implement enhanced measures for minor users | Who: Operators of companion chatbots
- Limit data collection to specified types and amounts | Who: Operators of companion chatbots
- Establish a complaint system | Who: Operators of companion chatbots

Industries Affected

Consumer Protection

Technology

Healthcare

Mental Health

Topics

AI in Social Media & Online Platforms

User-Facing AI

Bill Sponsors

Name	Party	Role
Anderton		Cosponsor
The Speaker (By Request - Department of Legislative Services)		Primary
Grammer		Primary
Healey		Primary
Jalisi		Cosponsor
McDonough		Cosponsor
Metzgar		Cosponsor
Miele		Cosponsor
Frush		Cosponsor
Griffith		Primary
Buckel		Primary
Pippy		Primary

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-03-09	On Third Reading	123	4	Passed

Official Source

<https://mgaleg.maryland.gov/mgawebsite/Legislation/Details/HB0952?ys=2026RS>

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