

## Relating To Artificial Intelligence.

Introduced

Risk: High

Comprehensive

Last Action (Feb 05, 2025): Passed Second Reading as amended in HD 1 and referred to the committee(s) on CPC with none voting aye with reservations; none voting no (0) and Representative(s) Cochran, Ward excused (2).

## Summary

This bill mandates clear notification to consumers when interacting with AI chatbots and requires developers to disclose AI usage, with specific conditions for small business exemptions.

## Business Impact

If you sell or use AI chatbots in Hawaii, you must notify consumers they are interacting with AI by 7/1/3000 or face penalties.

## Key Provisions

- Requires clear notification when consumers interact with AI chatbots.
- Developers must disclose AI capabilities of their chatbots.
- Establishes penalties for violations up to \$5,000,000.
- Allows private rights of action for consumers harmed by violations.
- Exempts small businesses from penalties unless they have been provided clear notice and fail to comply after a reasonable opportunity.

## Compliance Checklist

- Notify consumers when they are interacting with an AI chatbot. | Who: Corporations, organizations, or individuals engaging in commercial transactions. | Penalty: Up to \$5,000,000 for non-compliance.
- Disclose AI capabilities of chatbots in advertisements. | Who: Developers of artificial intelligence chatbots. | Penalty: Up to \$5,000,000 for non-compliance.

## Industries Affected

## Topics

User-Facing AI

## Bill Sponsors

Name	Party	Role
Trish La Chica	D	Sponsor
Tina Grandinetti	D	Sponsor
Kim Iwamoto	D	Sponsor
Nicole Lowen	D	Sponsor
Lisa Marten	D	Sponsor
Amy Perruso	D	Sponsor
Elijah Pierick	R	Sponsor
Chris Todd	D	Sponsor
Gene Ward	R	Sponsor

## Related Bills

- SB640 (HI)

## Official Source

[https://www.capitol.hawaii.gov/session/measure\\_indiv.aspx?billtype=HB&billnumber;=639&year;=2025](https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=HB&billnumber;=639&year;=2025)

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