

AB965 • Wisconsin

Artificial intelligence systems that simulate humanlike relationships with children and providing a penalty.

Dead

Risk: Medium

Narrow/Targeted

Last Action (Mar 23, 2026): Failed to pass pursuant to Senate Joint Resolution 1

Summary

AB965 seeks to regulate AI systems simulating humanlike relationships with children, though details on penalties and measures are unclear due to limited information.

Business Impact

If you develop AI systems for children, monitor legislative changes as AB965 did not pass.

Key Provisions

- Creation of section 100.80 relating to AI systems simulating humanlike relationships with children, with unspecified penalties for violations.
- Unclear requirements for transparency and safety measures in AI systems due to limited information.

Compliance Checklist

- Ensure AI systems comply with regulations regarding interactions with children. | Who: Developers and providers of AI systems. | Penalty: Fines or other legal repercussions for non-compliance.
- Implement safeguards to protect minors from psychological harm. | Who: Developers and providers of AI systems. | Penalty: Fines or other legal repercussions for non-compliance.

Industries Affected

Artificial
Intelligence

Technology

Child Services

Child Technology
Products

General

Topics

Comprehensive AI

Bill Sponsors

| Name | Party | Role |
|------------|-------|---------|
| Kerkman | | Primary |
| Dittrich | | Primary |
| Sargent | | Primary |
| Edming | | Primary |
| Milroy | | Primary |
| Wichgers | | Primary |
| Wittke | | Primary |
| Thiesfeldt | | Primary |
| Allen | | Primary |
| Brandtjen | | Primary |
| Gundrum | | Primary |
| Knodl | | Primary |

Amendments

- Assembly Amendment 1 — 2026-02-05 (Not Adopted)

Related Bills

- AB 965 (WI)

Official Source

<https://docs.legis.wisconsin.gov/2025/proposals/reg/asm/bill/ab965>

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