

# SB540 • Georgia

## Online Internet Safety; certain disclosures related to conversational AI services; require

Passed Both Chambers

Risk: Medium

Comprehensive

Last Action (May 11, 2026): Effective Date 2027-07-01

## Summary

This bill mandates disclosures for conversational AI services, requires privacy tools for users, establishes protocols for handling self-harm ideation, limits data collection from minors, and includes specific exceptions.

## Business Impact

If you operate a conversational AI service in Georgia, you must implement user privacy tools and protocols for self-harm responses by the effective date or face enforcement actions.

## Key Provisions

- Operators must provide disclosures related to conversational AI services.
- Operators are required to implement privacy tools for users.
- Protocols for responding to suicidal ideation or self-harm must be adopted.
- Operators must limit data collection from minors.
- Operators must take steps to limit certain actions related to minors by conversational AI systems.
- The Attorney General is responsible for enforcement of the provisions.
- Exceptions include educational institutions and certain research activities.
- Definitions related to the bill's terms are provided.

## Compliance Checklist

- Implement user privacy tools and disclosures | Who: Operators of conversational AI services | Penalty: Enforcement actions by the Attorney General
- Adopt protocols for handling self-harm responses | Who: Operators of conversational AI services | Penalty: Enforcement actions by the Attorney General

## Industries Affected

Technology

AI Services

Consumer Protection

## Topics

AI Transparency

AI Privacy

User-Facing AI

## Bill Sponsors

Name	Party	Role
Jason Anavitarte	R	Sponsor
Larry Walker	R	Sponsor
Shawn Still	R	Sponsor
Brian Strickland	R	Sponsor
Ben Watson	R	Sponsor
Marty Harbin	R	Sponsor
Jason T. Dickerson	R	Sponsor
Timothy Bearden	R	Sponsor
Todd Jones	R	Sponsor

## Roll Call Votes

Date	Description	Yea	Nay	Result
2026-03-27	Agree To House Substitute: Senate Vote #857	44	1	Passed
2026-03-25	Passage: House Vote #765	166	0	Passed
2026-03-06	Passage By Substitute: Senate Vote #660	54	0	Passed

## Amendments

- Floor Amendment — 2026-03-06 (Not Adopted)
- Floor Amendment — 2026-03-06 (Not Adopted)
- Floor Amendment — 2026-03-06 (Not Adopted)

## Related Bills

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- SB 540 (GA)

## Official Source

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<https://www.legis.ga.gov/legislation/73452>

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