

SB 540 • Georgia

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

Unknown

Risk: Medium

Comprehensive

Last Action (Jul 01, 2027): Effective Date

Summary

GA SB 540 mandates disclosures for conversational AI services, requires privacy tools, limits certain actions related to minors, mandates protocols for suicidal ideation, and enforcement by the Attorney General.

Business Impact

If you operate conversational AI services in Georgia, you must implement user privacy tools and protocols for self-harm responses or face enforcement actions.

Key Provisions

- Operators must disclose specific information related to conversational AI services, including data collection practices.
- Operators must provide privacy tools, including options to manage data sharing and privacy settings.
- Operators must take steps to limit certain actions related to minors.
- Protocols must be established for responding to suicidal ideation or self-harm.
- The Attorney General will enforce compliance with these requirements.
- Specific exceptions to the requirements are provided, such as for law enforcement activities, but the specific conditions and limitations are not detailed.
- Definitions related to the bill's terms will be established.
- The bill includes provisions to repeal conflicting laws.

Compliance Checklist

- Implement user privacy tools | Who: Operators of conversational AI services | Penalty: Enforcement actions by the Attorney General

- Establish protocols for responding to self-harm indications | Who: Operators of conversational AI services | Penalty: Enforcement actions by the Attorney General

Industries Affected

Law Enforcement

Consumer Protection

Topics

AI Transparency

AI Privacy

User-Facing AI

Bill Sponsors

Name	Party	Role
Jason Anavitarte		Primary
Larry Walker, III		Primary
Shawn Still		Primary
Brian Strickland		Primary
Ben Watson		Primary
Marty Harbin		Primary
Jason T. Dickerson		Primary
Timothy Bearden		Primary

Related Bills

- SB540 (GA)

Official Source

<http://webservices.legis.ga.gov/GGAServices/Members/Service.svc?wsdl>

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