

HB1261 • Maryland

Consumer Protection - Artificial Intelligence Toys (Artificial Intelligence Toy Safety Act)

Introduced

Risk: Medium

Sector-Specific

Last Action (Feb 18, 2026): Hearing 3/03 at 1:00 p.m.

Summary

MD HB1261: Consumer Protection - Artificial Intelligence Toys (Artificial Intelligence Toy Safety Act) mandates child safety standards and data privacy measures for AI toys.

Business Impact

If you manufacture AI toys in Maryland, you must comply with new safety and data privacy requirements or face penalties.

Key Provisions

- Child safety requirements are mandated for AI toys, though specific standards like ASTM F963 are not verified.
- Data privacy measures prohibit the use of children's personal data for marketing purposes, without confirmed exceptions for internal research.
- Labeling requirements are mentioned, but specific details regarding AI capabilities and data collection practices are not confirmed.

Compliance Checklist

- Ensure all AI toys have the required labeling. | Who: Manufacturers of AI toys | Penalty: Potential penalties for non-compliance.
- Implement data privacy measures to prevent the use of children's data for marketing. | Who: Manufacturers of AI toys | Penalty: Potential penalties for non-compliance.

Industries Affected

