

SB2967 • Hawaii

Relating To Artificial Intelligence.

Introduced

Risk: High

Comprehensive

Last Action (Feb 11, 2026): The committee on LBT deferred the measure.

Summary

Establishes consumer protection requirements for AI systems, including disclosures, incident reporting, and classifies certain violations as unfair or deceptive acts or practices.

Business Impact

If you use AI in Hawaii, you must implement consumer protection disclosures and incident reporting by January 1, 2025, or face penalties.

Key Provisions

- Requires disclosure of AI use in consumer interactions.
- Establishes rights to correction, appeal, and human review for consequential decisions.
- Mandates risk management programs and impact assessments for high-risk AI systems.
- Requires incident reporting to the Office of Consumer Protection and Attorney General.

Compliance Checklist

- Provide clear disclosure when AI is used in consumer interactions. | Who: Deployers of AI systems. | Penalty: Classified as an unfair or deceptive act.
- Implement a risk management program for high-risk AI systems. | Who: Deployers and vendors. | Penalty: Classified as an unfair or deceptive act.
- Notify the executive director and attorney general of material violations. | Who: Deployers. | Penalty: Classified as an unfair or deceptive act.

Industries Affected

Healthcare

Consumer Protection

Education

Finance

Technology

Insurance

Topics

AI Transparency

Automated Decision-Making

Comprehensive AI

Bill Sponsors

Name	Party	Role
SHIMABUKURO		Primary
K. Kahele		Primary
KOUCHI		Primary
GABBARD		Primary
INOUE		Primary
MISALUCHA		Primary
San Buenaventura		Secondary
WAKAI		Primary
CHANG		Primary
FEVELLA		Primary
KIDANI		Primary
Moriwaki		Cosponsor

Official Source

https://www.capitol.hawaii.gov/session/measure_indiv.aspx?billtype=SB&billnumber;=2967&year;=2026

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