

CONSUMER FRAUD-AI DECEPTION

In Committee

Risk: Medium

Amendment

Effective: Jan 01, 2026 | Last Action (Apr 17, 2026): House Floor Amendment No. 1 Rule 19(c) / Re-referred to Rules Committee

Summary

This bill prohibits AI communications that may mislead a reasonable consumer into believing they are interacting with a human, unless consumers are clearly and conspicuously informed otherwise.

Business Impact

If you use AI chatbots in Illinois, you must clearly inform consumers they are interacting with AI by January 1, 2026, or face penalties.

Key Provisions

- Prohibits AI communications that may mislead a reasonable consumer into believing they are interacting with a human in commercial transactions.
- Requires clear and conspicuous notification to consumers when interacting with AI.
- Applies to chatbots, AI agents, and similar technologies in both textual and aural conversations.

Compliance Checklist

- Notify consumers they are interacting with AI. | Who: Businesses using AI chatbots. | Penalty: Potential legal action for consumer fraud.

Industries Affected

Consumer Protection

Technology

Customer Service

Topics

AI Likeness

User-Facing AI

Bill Sponsors

Name	Party	Role
Robert Martwick		Primary
Yehiel M. Kalish		Primary
Kelly M. Cassidy	Democratic	Cosponsor
Jonathan Carroll		Cosponsor
Sara Feigenholtz	Democratic	Cosponsor
Elizabeth Hernandez		Cosponsor
Bob Morgan	Democratic	Cosponsor
Martin J. Moylan		Cosponsor
Jennifer Gong-Gershowitz		Cosponsor
Robyn Gabel	Democratic	Cosponsor
Will Guzzardi	Democratic	Cosponsor
Daniel Didech		Cosponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2025-04-08	Consumer Protection, Amendment 1	5	3	Passed
2025-03-18	Consumer Protection	6	3	Passed

Related Bills

- HB3021 (IL)
- SB 2995 (IL)

Official Source

<https://openstates.org/il/bills/104th/HB3021/>

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