

SB 1546 • Oregon

Relating to artificial intelligence companions.

Passed Both Chambers

Risk: High

Comprehensive

Last Action (Apr 06, 2026): Effective date, January 1, 2027.

Summary

The bill mandates AI companion operators to disclose interactions with artificial output and implement mental health protocols informed by clinical best practices.

Business Impact

If you operate an AI companion platform in Oregon, you must disclose user interactions as artificial and implement mental health protocols immediately.

Key Provisions

- Operators must notify users they are interacting with artificial output.
- Protocols for detecting suicidal ideation must be established with interventions informed by clinical best practices.
- Operators must make disclosures if users are minors.
- Operators must prevent AI from misleading users into thinking they are interacting with a human.
- Annual reports on mental health referrals must disclose incidents where users were referred to resources to prevent suicidal ideation, suicide, or self-harm.
- Users can seek damages for ascertainable harm.

Compliance Checklist

- Notify users they are interacting with artificial output. | Who: Operators of AI companions and platforms | Penalty: Potential legal action from users.
- Establish mental health detection protocols. | Who: Operators of AI companions and platforms | Penalty: Potential legal action from users.
- Make disclosures if users are minors. | Who: Operators of AI companions and platforms | Penalty: Potential legal action from users.

- Post annual reports on mental health referrals. | Who: Operators of AI companions and platforms | Penalty: Potential legal action from users.

Industries Affected

Consumer Protection

Technology

Mental Health Services

Healthcare

Topics

AI Healthcare

AI Transparency

Official Source

<https://olis.oregonlegislature.gov/liz/2026R1/Measures/Overview/SB1546>

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