

SB 1455 • Missouri

The act establishes the "Guidelines for User Age-Verification and Responsible Dialogue Act of 2026" or the "GUARD Act".

Unknown

Risk: High

Comprehensive

Effective: Aug 28, 2026

Summary

The GUARD Act mandates age verification for AI chatbots, requires data protection measures, prohibits chatbots from claiming to be human or providing certain professional services, and allows the Attorney General to enforce compliance.

Business Impact

If you operate AI chatbots, you must implement age verification processes by August 28, 2026, or face fines up to \$100,000 per violation.

Key Provisions

- Prohibits AI chatbots from soliciting minors for sexually explicit conduct.
- Mandates age verification for users accessing chatbots, including periodic reviews.
- Requires chatbots to disclose their non-human status at the start of each conversation and at 30-minute intervals.
- Imposes fines up to \$100,000 for violations.
- Allows contracting with third parties for age verification.
- Prohibits minors from accessing chatbots if identified as such.
- Prohibits chatbots from claiming to be human or representing themselves as providing certain professional services.
- Requires covered entities to establish reasonable measures to protect personal data.

Compliance Checklist

- Implement age verification processes for chatbot users. | Who: Covered entities operating AI chatbots. | Penalty: Fines up to \$100,000 per violation.
- Freeze existing user accounts and require age data for restoration. | Who: Covered entities with existing chatbots. | Penalty: Fines up to \$100,000 per violation.

Industries Affected

Technology

AI Development

Online Services

Topics

User-Facing AI

Official Source

<https://openstates.org/mo/bills/2026/SB1455/>

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