

AB 965 • Wisconsin

Relating to: artificial intelligence systems that simulate humanlike relationships with children and providing a penalty.

Dead/Failed

Risk: High

Comprehensive

Effective: Jan 01, 2027 | Last Action (Mar 23, 2026): Failed to pass pursuant to Senate Joint Resolution 1

Summary

AB 965 regulates companion chatbots for children, imposing safety measures and penalties for violations.

Business Impact

If you operate a companion chatbot for children in Wisconsin, you must implement safety measures by January 1, 2027, or face penalties up to \$25,000 per violation.

Key Provisions

- Operators must implement safety measures for companion chatbots interacting with children.
- Prohibits chatbots from encouraging harmful behaviors or soliciting explicit content.
- Operators face civil forfeitures up to \$25,000 for violations.
- Children or their guardians can sue for damages if harmed by violations.
- Defines key terms such as 'companion chatbot' and 'operator'.
- Transitional provision allows operators to avoid compliance until January 1, 2027, without knowledge of a child's status.

Compliance Checklist

- Implement safety measures for companion chatbots. | Who: Operators of companion chatbots. | Penalty: Up to \$25,000 per violation.
- Ensure no harmful content is accessible to child users. | Who: Operators of companion chatbots. | Penalty: Civil forfeiture and potential lawsuits.

Industries Affected

Topics

User-Facing AI

Bill Sponsors

Name	Party	Role
Franklin		Primary
Goeben		Primary
Armstrong		Primary
Behnke		Primary
Dittrich		Primary
Gundrum		Primary
Knodl		Primary
Kreibich		Primary
Maxey		Primary
Murphy		Primary
Mursau		Primary
Nedweski		Primary

Related Bills

- AB965 (WI)
- SB 939 (WI)

Official Source

<https://docs.legis.wisconsin.gov/2025/proposals/reg/asm/bill/ab965>

Disclaimer: This document is generated by AI for informational purposes only. It does not constitute legal advice. Consult a qualified attorney for guidance specific to your situation. Information may not be fully up to date.