

S 8874 • New York

Relates to the use of artificial intelligence in customer services

Unknown

Risk: Medium

Amendment

Summary

Bill S 8874 mandates disclosure of AI use in customer services at the interaction point, including ad targeting and AI-driven hiring tools.

Business Impact

If you use AI in customer service, disclose it at interaction points by 120 days post-enactment.

Key Provisions

- Requires disclosure of AI use in customer services at the point of interaction, including ad targeting and AI-driven hiring tools (a7399-m-1)
- Defines 'artificial intelligence' and 'point of interaction' (a7399-m-1)

Compliance Checklist

- Ensure AI systems in customer service comply with new regulations | Who: Businesses using AI in customer service | Penalty: Potential penalties for non-compliance

Industries Affected

Advertising

Technology

Customer Service

Topics

AI Transparency

User-Facing AI

Official Source

https://assembly.state.ny.us/leg/?default_fld=&bn;=S08874&term;=2025&Summary;=Y&Actions;=Y&Text;=Y&Committee;%26nbspVotes=Y&Floor;%26nbspVotes=Y#S08874

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