

# SB2995 • Illinois

## CONSUMER FRAUD-AI DISCLOSURE

Unknown

Risk: Medium

Amendment

Last Action (Apr 08, 2026): Added as Co-Sponsor Sen. David Koehler

### Summary

The bill mandates clear disclosure when AI is used in consumer interactions and offers the option to communicate with a human.

### Business Impact

If you use AI to communicate with consumers in Illinois, you must disclose this clearly and allow human communication or face penalties.

### Key Provisions

- Prohibits misleading AI communications without clear disclosure.
- Requires notification when AI is used to sell goods or services.
- Mandates an option for consumers to communicate with a human.
- Classifies violations as unlawful practices under the Consumer Fraud Act.

### Compliance Checklist

- Notify consumers when AI is used in communications | Who: Businesses using AI in consumer interactions | Penalty: Classified as unlawful practice under the Act
- Provide an option for consumers to communicate with a human | Who: Businesses using AI in trade and commerce | Penalty: Classified as unlawful practice under the Act

### Industries Affected

E-commerce

Retail

Customer Service

## Topics

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AI Transparency

Comprehensive AI

## Related Bills

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- [HB3021 \(IL\)](#)

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