

SB2995 • Illinois

CONSUMER FRAUD-AI DISCLOSURE

Introduced

Risk: Medium

Amendment

Last Action (May 22, 2026): Rule 3-9(a) / Re-referred to Assignments

Summary

This bill mandates clear disclosures when AI is used in consumer communications, ensuring consumers know they are not interacting with a human.

Business Impact

If you use AI to communicate with consumers in Illinois, you must disclose its use and allow human interaction during business hours.

Key Provisions

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

Compliance Checklist

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

Industries Affected

Consumer Protection

Topics

AI Transparency

Comprehensive AI

Bill Sponsors

Name	Party	Role
Rachel Ventura	D	Sponsor
David Koehler	D	Sponsor

Related Bills

- SB 2995 (IL)
- HB3021 (IL)

Official Source

<https://www.ilga.gov/Legislation/BillStatus?DocNum=2995&GAID;=18&DocTypeID;=SB&SessionID;=114&GA;=104>

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