

# S243 • Massachusetts

## Requiring consumer notification for chatbot systems

Unknown

Risk: Medium

Narrow/Targeted

Last Action (Nov 19, 2025): Bill reported favorably by committee and referred to the committee on Senate Ways and Means

## Summary

Massachusetts Bill S243 mandates consumer notification for chatbot systems simulating human conversation via text or voice. Specific details on implementation, enforcement, or penalties will be included once the full bill text is available.

## Business Impact

If you use AI for chatbots, you must notify consumers or face unspecified consequences.

## Key Provisions

- Requires consumer notification for chatbot systems simulating human conversation via text or voice, according to the official description. Specific details on implementation, enforcement, or penalties will be included once the full bill text is available.

## Compliance Checklist

- Notify consumers when using chatbot systems | Who: Businesses using chatbot technology | Penalty: Potential enforcement actions by consumer protection agencies

## Industries Affected

Technology

Software Development

Customer Service

## Topics

## Related Bills

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- S 243 (MA)

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