

S243 • Massachusetts

Requiring consumer notification for chatbot systems

Introduced

Risk: Medium

Comprehensive

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

Summary

This bill mandates consumer notification when using chatbot systems that simulate human conversation, based on the available description.

Business Impact

If you use chatbot systems in Massachusetts, you must notify consumers that they are interacting with a chatbot or face potential penalties.

Key Provisions

- Requires notification to consumers when interacting with chatbot systems.
- Applies to software or programs simulating human conversation.
- Aims to enhance consumer protection and transparency.

Compliance Checklist

- Implement a notification system for chatbot interactions | Who: Businesses using chatbot systems | Penalty: Potential legal challenges or reputational damage

Industries Affected

Technology

Consumer Protection

Customer Service

Topics

Bill Sponsors

Name	Party	Role
Barry Finegold	D	Sponsor

Related Bills

- S 243 (MA)

Official Source

<https://malegislature.gov/Bills/194/S243>

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