

S264 • Massachusetts

Establishing protections for consumers interacting with artificial intelligence chatbots

Introduced

Risk: High

Comprehensive

Last Action (Dec 18, 2025): Bill reported favorably by committee and referred to the committee on Senate Ways and Means

Summary

This bill aims to protect consumers when interacting with AI chatbots, focusing on accountability, though specific requirements are unverified without the bill text.

Business Impact

If you operate AI chatbots in Massachusetts, you must implement consumer protection measures by the effective date or face penalties.

Key Provisions

- Intends to establish consumer protection measures for AI chatbot interactions.
- Mentions potential requirements for businesses to inform consumers about data usage.
- Mentions penalties for non-compliance, though specifics are unverified.

Compliance Checklist

- Implement consumer protection measures for AI chatbots | Who: Businesses using AI chatbots | Penalty: Potential penalties for non-compliance
- Ensure transparency about chatbot capabilities | Who: Businesses using AI chatbots | Penalty: Potential penalties for non-compliance

Industries Affected

Consumer Services

Technology

Consumer Protection

Topics

User-Facing AI

Bill Sponsors

Name	Party	Role
Mark Montigny	D	Sponsor

Related Bills

- S 264 (MA)

Official Source

<https://malegislature.gov/Bills/194/S264>

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