

AB 2169 • California

Social media platforms: artificial intelligence models.

In Committee

Risk: High

Comprehensive

Last Action (May 14, 2026): In committee: Held under submission.

Summary

The Digital Choice Act mandates social media companies and deployers to provide consumers access to their data, with the Attorney General authorized to enforce compliance and adopt specified regulations.

Business Impact

If you operate a social media platform or deploy AI models in California, you must allow users to access their data within five business days or face enforcement actions.

Key Provisions

- Consumers can request copies of their personal information and contextual data from AI models in a portable format.
- Social media companies and deployers must respond to data requests within five business days, contingent on the format being portable to the extent technically feasible.
- Interoperability interfaces must be implemented by both social media companies and deployers for data sharing with third parties, be transparent, third-party-accessible, notify third parties of updates with user permission, enable a third party to access a social graph created by the user with the user's permission, allow a user to choose to share contextual data directly with other AI models as designated by the user, and specifically require that a user can share a covered user's social graph or user-selected parts of the social graph to a social media platform designated by the user.
- Contextual data is defined as user-provided information and model-generated data.
- Social graph refers to data representing a user's connections on social media.
- The Attorney General is authorized to enforce compliance through administrative actions and is authorized to adopt specified regulations.

Compliance Checklist

- Implement a system to allow users to request their personal information and contextual data. | Who: Social media companies and AI model operators | Penalty: Potential enforcement actions by the Attorney General.
- Establish interoperability interfaces for data sharing with third parties. | Who: Social media companies and AI model operators | Penalty: Potential enforcement actions by the Attorney General.

Industries Affected



Topics



Bill Sponsors

Name	Party	Role
Lowenthal		Author

Official Source

http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202520260AB2169

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