

SB 2995 • Illinois

CONSUMER FRAUD-AI DISCLOSURE

In Committee

Risk: Medium

Amendment

Last Action (Apr 24, 2026): Rule 2-10 Committee/3rd Reading Deadline Established As May 15, 2026

Summary

This bill mandates clear disclosure when AI is used in consumer communications and requires businesses to offer options to interact with humans.

Business Impact

If you use AI to communicate with consumers in Illinois, you must disclose this clearly and allow human interaction or face penalties.

Key Provisions

- Prohibits misleading consumers about AI interactions without clear notification.
- Requires disclosure when AI is used to sell goods or services.
- Mandates an option for consumers to communicate with a human during business hours.

Compliance Checklist

- Notify consumers when AI is used in communications | Who: Businesses using AI | Penalty: Classified as unlawful practice under the Act
- Provide an option for consumers to communicate with a human | Who: Businesses using AI | Penalty: Classified as unlawful practice under the Act

Industries Affected

Consumer Protection

Retail

Customer Service

E-commerce

Topics

Bill Sponsors

Name	Party	Role
Rachel Ventura		Primary
David Koehler		Cosponsor

Related Bills

- SB2995 (IL)
- HB3021 (IL)
- HB 3021 (IL)

Official Source

<https://openstates.org/il/bills/104th/SB2995/>

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