

# H97 • Massachusetts

## Protecting consumers in interactions with artificial intelligence systems

Introduced

Risk: Low

Narrow/Targeted

Last Action (Dec 24, 2025): Bill reported favorably by committee and referred to the committee on House Ways and Means

### Summary

Bill H.97 aims to protect consumers in Massachusetts by promoting transparency and accountability in AI systems.

### Business Impact

If you operate in Massachusetts, you must ensure your AI systems are transparent to consumers or risk losing their trust.

### Key Provisions

- Aims to promote transparency in AI systems.
- Seeks to establish accountability standards.
- Specific mechanisms for consumer recourse to be confirmed.

### Industries Affected

Information Technology

Consumer Protection

Artificial Intelligence

Technology

E-commerce

Consumer Services

### Bill Sponsors

Name	Party	Role
Louis L. Kafka		Cosponsor
William C. Galvin		Cosponsor
William L. Crocker, Jr.		Cosponsor

Timothy R. Whelan		Cosponsor
Jennifer E. Benson		Cosponsor
Steven S. Howitt	Republican	Cosponsor
Donald F. Humason, Jr.		Cosponsor
Randy Hunt		Cosponsor
Hannah Kane	Republican	Cosponsor
Mathew J. Muratore		Cosponsor
Shaunna L. O'Connell		Cosponsor
Norman J. Orrall		Cosponsor

## Official Source

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<https://malegislature.gov/Bills/194/H97>

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