

SENATE No.

The Commonwealth of Massachusetts

PRESENTED BY:

Barry R. Finegold

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act requiring consumer notification for chatbot systems.

PETITION OF:

NAME:

Barry R. Finegold

DISTRICT/ADDRESS:

Second Essex and Middlesex

SENATE No.

[Pin Slip]

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Fourth General Court
(2025-2026)**

An Act requiring consumer notification for chatbot systems.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Chapter 93 of the General Laws is hereby amended by adding the following
2 new section:-

3 Section 115. Disclosure of computerized communications.

4 (a) For the purposes of this section, the following words shall have the following
5 meanings unless the context clearly requires otherwise:

6 “Bot”, an automated online account wherein all or substantially all of the actions or posts
7 of that account are not the result of a person including, but not limited to, a chatbot, artificial
8 intelligence agent, avatar or other computer technology that engages in a textual or aural
9 conversation.

10 “Online”, appearing on any public-facing Internet website, web application or digital
11 application, including a social network or publication.

12 (b) It is hereby declared to be an unfair and deceptive act or practice in violation of
13 section 2 of chapter 93A for any person to engage in a commercial transaction or trade practice
14 with a consumer of any kind in which the consumer is communicating or otherwise interacting
15 with a bot that may mislead or deceive a reasonable person to believe they are engaging with a
16 human, regardless of whether such consumer is in fact misled, deceived or damaged thereby;
17 provided, however, that a person utilizing or deploying a bot shall not be liable under this section
18 if the consumer is notified in a clear and conspicuous fashion that they are communicating with a
19 computer rather than a human being.