

CHAPTER 241

COMMUNICATIONS WITH CONSUMERS VIA ARTIFICIAL INTELLIGENCE

(REALLOCATED FROM TITLE 10, CHAPTER 239)

§1500-DD. Required disclosure of use of artificial intelligence chatbot to engage in trade and commerce

(REALLOCATED FROM TITLE 10, SECTION 1500-Y)

1. Definitions. As used in this section, unless the context otherwise indicates, the following terms have the following meanings.

A. "Artificial intelligence chatbot" means a software application, web interface or computer program that simulates human conversation and interaction through textual or aural communications. [PL 2025, c. 294, §1 (NEW); RR 2025, c. 1, Pt. A, §16 (RAL).]

B. "Trade" and "commerce" have the same meaning as in Title 5, section 206, subsection 3. [PL 2025, c. 294, §1 (NEW); RR 2025, c. 1, Pt. A, §16 (RAL).]
[PL 2025, c. 294, §1 (NEW); RR 2025, c. 1, Pt. A, §16 (RAL).]

2. Required disclosure of use of artificial intelligence chatbot to engage in trade and commerce. A person may not use an artificial intelligence chatbot or any other computer technology to engage in trade and commerce with a consumer in a manner that may mislead or deceive a reasonable consumer into believing that the consumer is engaging with a human being unless the consumer is notified in a clear and conspicuous manner that the consumer is not engaging with a human being. [PL 2025, c. 294, §1 (NEW); RR 2025, c. 1, Pt. A, §16 (RAL).]

3. Violation. A violation of subsection 2 is a violation of the Maine Unfair Trade Practices Act. [PL 2025, c. 294, §1 (NEW); RR 2025, c. 1, Pt. A, §16 (RAL).]

SECTION HISTORY

PL 2025, c. 294, §1 (NEW). RR 2025, c. 1, Pt. A, §16 (RAL).

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