



132nd MAINE LEGISLATURE

FIRST SPECIAL SESSION-2025

Legislative Document

No. 1727

H.P. 1154

House of Representatives, April 17, 2025

**An Act to Ensure Transparency in Consumer Transactions
Involving Artificial Intelligence**

Reference to the Committee on Housing and Economic Development suggested and ordered printed.

Robert B. Hunt

ROBERT B. HUNT
Clerk

Presented by Representative KUHN of Falmouth.
Cosponsored by Senator CARNEY of Cumberland and
Representatives: LEE of Auburn, POIRIER of Skowhegan, SATO of Gorham, SAYRE of
Kennebunk.

1 **Be it enacted by the People of the State of Maine as follows:**

2 **Sec. 1. 10 MRSA c. 239** is enacted to read:

3 **CHAPTER 239**

4 **COMMUNICATIONS WITH CONSUMERS VIA ARTIFICIAL INTELLIGENCE**

5 **§1500-Y. Use of artificial intelligence chatbot to conduct commercial transactions**
6 **prohibited**

7 **1. Use of artificial intelligence chatbot to conduct commercial transactions**
8 **prohibited.** A person may not use an artificial intelligence chatbot or any other computer
9 technology to engage in a commercial transaction or trade practice with a consumer in a
10 manner that may mislead or deceive a reasonable consumer into believing that the
11 consumer is engaging with a human being if:

12 A. The consumer is not notified in a clear and conspicuous manner that the consumer
13 is not engaging with a human being; or

14 B. The consumer reasonably believes that the consumer is engaging with a human
15 being.

16 For the purposes of this section, "artificial intelligence chatbot" means a software
17 application, web interface or computer program that simulates human-like conversation
18 and interaction through textual or aural communications.

19 **2. Violation; remedies.** A violation of subsection 1 is considered a violation of the
20 Maine Unfair Trade Practices Act and is subject to penalties pursuant to Title 5, section
21 212. The Attorney General may seek injunctive relief against a person who violates
22 subsection 1.

23 **SUMMARY**

24 This bill prohibits a person from using a software application, web interface or
25 computer program that simulates human-like conversation and interaction through textual
26 or aural communications to engage in a commercial transaction or trade practice with a
27 consumer in a manner that may mislead or deceive a reasonable consumer into believing
28 that the consumer is engaging with a human being if the consumer is not notified that the
29 consumer is not engaging with a human being or the consumer reasonably believes that the
30 consumer is engaging with a human being. The bill makes a violation of the prohibition a
31 violation of the Maine Unfair Trade Practices Act.