

STATE OF MAINE

IN THE YEAR OF OUR LORD  
TWO THOUSAND TWENTY-FIVE

H.P. 1154 - L.D. 1727

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

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

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

**CHAPTER 239**

**COMMUNICATIONS WITH CONSUMERS VIA ARTIFICIAL INTELLIGENCE**

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

**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.

B. "Trade" and "commerce" have the same meaning as in Title 5, section 206, subsection 3.

**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.

**3. Violation.** A violation of subsection 2 is a violation of the Maine Unfair Trade Practices Act.