



# MOTION PICTURE ASSOCIATION

February 17, 2026

The Honorable Donna Bailey, Senate Chair  
The Honorable Kristi Mathleson, House Chair  
Joint Committee on Health Coverage, Insurance, and Financial Services  
Maine Legislature

**Re:** LD 2162 – An Act to Regulate and Prevent Children’s Access to Artificial Intelligence Chatbots with Human-like Features and Social Artificial Intelligence Companions – MPA Comments

Dear Chair Bailey, Chair Mathleson, and honorable members of the Committee:

On behalf of the Motion Picture Association, Inc. (“MPA”), I am writing concerning LD 2162 (“the bill”), which is a companion chatbot bill. The MPA serves as the global voice and advocate of the motion picture, television, and streaming industries. It works in every corner of the globe to advance the creative industry, protect its members’ content across all screens, defend the creative and artistic freedoms of storytellers, and support innovative distribution models that expand viewing choices for audiences around the world. The MPA’s member studios are Netflix Studios, LLC; Paramount Pictures Corporation; Prime Amazon MGM Studios; Sony Pictures Entertainment Inc.; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment, Inc.

We have concerns about how the current bill regulates AI based on “human-like features” and emotional tone, which is overbroad and risks capturing entertainment and character-based experiences that are not designed to form emotional reliance or companionship. In doing so, member companies might not be able to utilize customer service chatbots, which direct customers to tools to help resolve billing, technical, or service issues. Because the definition of “human-like feature” is so broad, if a chatbot stated they would like to solve a problem or apologize for an inconvenience it would arguably be, “stating or suggesting it has personal desires” and it isn’t clear that it is “the use of generic social formalities”.

A New York-style definition that has a three-factor approach and narrows the scope to systems intentionally designed to simulate sustained emotional relationships and includes specific behavioral triggers, such as unprompted emotional questioning. This aligns the bill with its stated policy objective - addressing emotional reliance harms - without sweeping in film, television, and location-

based entertainment tools.

Instead of the definitions of “human like feature” (§1500-PP(4)) and “social artificial intelligence companion” (§1500-PP(7)) the MPA recommends striking them and replacing the definitions with a relevant New York law as follows:

*A “companion artificial intelligent product” means a system using artificial intelligence, generative artificial intelligence, and/or emotional recognition algorithms designed to simulate a sustained human or human-like relationship with a user by:*

*(i) retaining information on prior interactions or user sessions and user preferences to personalize the interaction and facilitate ongoing engagement with the AI companion;*

*(ii) asking unprompted or unsolicited emotion-based questions that go beyond a direct response to a user prompt; and*

*(iii) sustaining an ongoing dialogue concerning matters personal to the user.*

Additionally in the minor access section, we suggest replacing references to “chatbots with human-like features” and “social AI companions” with “companion artificial intelligence products.”

***2. Users and minors; residence. Users and minors who reside in this State. §1500-RR. ~~Chatbots with human-like features and social AI companions~~ Companion artificial intelligence products not accessible to minors***

*The accessibility of companion artificial intelligence products ~~artificial intelligence chatbots with human-like features and social AI companions~~ to minors in this State is governed as follows.*

***1. Chatbots with companion artificial intelligence products ~~human-like features~~; no minor access; age verification; alternative versions.***

*A deployer shall ensure that any chatbot operated or distributed by the deployer does not make companion artificial intelligence products ~~human-like features~~ available to minors to use, interact with, purchase or converse with. The deployer shall implement reasonable age verification systems to ensure that chatbots with companion artificial intelligence products ~~human-like features~~ are not accessible to minors. A deployer may, if reasonable given the purpose of the chatbot, provide an alternative version of the chatbot without companion artificial intelligence products ~~human-like features~~ available to minors and any user who has not verified that user's age.*

***2. Social artificial intelligence companions; no minor access; age verification. A deployer shall ensure that any artificial intelligence system, including a chatbot, operated or***

*distributed by the deployer that primarily functions as a **companion artificial intelligence products** ~~social artificial intelligence companion~~ is not available to minors to use, interact with, purchase or converse with. The deployer shall implement reasonable age verification systems to ensure that such chatbots are not accessible to minors.*

The bill's inclusion of a private right of action (PRA) creates significant litigation risk based on ambiguous definitions (e.g., emotional tone or "human-like" conduct). Since the bill already authorizes enforcement by the Attorney General, it be reasonable to remove the PRA while preserving meaningful enforcement and avoiding disproportionate liability exposure and forum-shopping risks

~~**2. Private right of action for minors.** *A minor who uses a chatbot that does not comply with the terms of this chapter, or a parent or guardian acting on the minor's behalf, may bring a civil action independently, or as part of a class action, to:*~~

~~*A. Recover damages in an amount not less than \$100 and not greater than \$750 per user per incident, or actual damages, whichever is greater; and*~~

~~*B. In lieu of or in addition to recovery of damages, obtain injunctive or declaratory relief.*~~

Finally, "safety and well-being" is undefined and creates ambiguity, so we suggest striking the following.

~~**2. Social artificial intelligence companions; no minor access; age verification.** *"A deployer shall collect and store only information that does not conflict with a user's safety and well-being."*~~

Furthermore, we suggest replacing "legitimate purpose" language with a clearer privacy standard in §1500-SS(2) so the language aligns with other state privacy laws.

~~**2. User information collection and storage.** *"A deployer may collect and store information that is adequate, relevant, and reasonably necessary in relation to the purposes for which such data is processed, as disclosed to the consumer." A deployer shall collect and store only information that does not conflict with a user's safety and well-being. A deployer may not collect and store information except to fulfill a legitimate purpose of the deployer. A deployer may collect and store information that is adequate to fulfill a legitimate purpose of the deployer, but only to the extent that the information:*~~

~~*A. Is relevant to that legitimate purpose; and*~~

~~*B. Is the minimum amount of information necessary to fulfill that legitimate purpose.*~~

MPA appreciates your willingness to consider these important proposed amendments and looks forward to working with you to address the concerns of the film and television industry. Please

contact Josh Levin ([josh\\_levin@motionpicturs.org](mailto:josh_levin@motionpicturs.org)) or James Bass ([james.bass@soltanbass.com](mailto:james.bass@soltanbass.com)) with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'JL', followed by a horizontal line extending to the right.

Josh Levin  
Vice President, State Government Affairs  
MPA

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