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Testimony of Rep. Daniel Sayre in support of
LD 1727, An Act to Ensure Transparency in Consumer Transactions Involving Artificial Intelligence
Before the Joint Standing Committee on Health Coverage, Insurance and Financial Services

Senator Bailey, Representative Mathieson, and honorable members of the HCIFS Committee, my name is Dan Sayre, and I represent House District 135, the greater part of Kennebunk. Thank you for the opportunity to speak in support of **LD 1727, An Act to Ensure Transparency in Consumer Transactions Involving Artificial Intelligence**.

I would like to add two points to what the sponsor has presented.

My first point is to emphasize that this bill reflects the sponsor's deep understanding of both the problem it aims to address and the various policy solutions that have already been implemented in other states. Representative Kuhn and I serve together on two national groups devoted to advancing sound Artificial Intelligence (AI) policy: the National Council of State Legislatures' Executive Task Force on Artificial Intelligence, Cybersecurity and Privacy and a Multi-State AI Policy Working Group of state legislators. She and I both recently presented at the Summit on State AI Legislation (SSAIL) hosted by the Digital Ethics Center of Yale University, which dealt with the challenge of creating policies that support innovation and rapid adoption of powerful, beneficial AI technologies while erecting suitable guardrails against malicious and abusive uses. This bill does just that.

My second point relates to the Maine Artificial Intelligence Task Force, which was created by Executive Order of Governor Janet Mills on December 20, 2024, and on which I also serve. Maine's task force is charged with investigating the implications of recent and anticipated advances in the field of AI for our state. It provides a forum for engagement with communities, industries, and organizations to understand AI's policy implications for Maine's economy and workforce, regulatory and legislative actions required to protect Mainers from the risks AI presents, and opportunities to harness these powerful new technologies to improve public-sector service delivery.

You may hear the suggestion that bills such as LD 1727 should wait until the task force has issued its report later this year. In my view, such a delay is unnecessary and would be a mistake.

The scope of the governor's task force is broad, and our time is short, with a reporting deadline of October. Our foremost concern is with AI's impact on the state's workforce and economy, with specific attention paid to the healthcare, education, and public sectors. Having already passed the midpoint of our timeline, I can state with some confidence that the task force is highly likely to identify the problem addressed by this bill: the deployment of non-human interactive systems, such as chatbots, that do not disclose to the user that the system is automated, not human. And we are highly likely to recommend action to address it.

But that's as deep as we'll be able to go. What we will not be able to do is to craft legislation that is as specific, sound and evidence based as the proposal already before you.

This bill addresses a problem that deserves prompt attention. Consumers deserve to be made aware when they are interacting with an automated system that can not be distinguished from a live person. There is no benefit in delaying action on this bill.

I urge you to give it your full consideration and support.