

SENATE
STATE OF MINNESOTA
NINETY-FOURTH SESSION

S.F. No. 1886

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DATE	D-PG	OFFICIAL STATUS
02/27/2025	554	Introduction and first reading Referred to Commerce and Consumer Protection
02/26/2026	6421	Withdrawn and re-referred to Judiciary and Public Safety
03/18/2026	6767a	Comm report: Amended, No recommendation, re-referred to Commerce and Consumer Protection

1.1 A bill for an act

1.2 relating to consumer protection; requiring persons to disclose that an individual

1.3 is communicating with artificial intelligence; proposing coding for new law in

1.4 Minnesota Statutes, chapter 325M.

1.5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.6 Section 1. **[325M.40] DISCLOSURE OF ARTIFICIAL INTELLIGENCE.**

1.7 Subdivision 1. **Definition.** For the purpose of this section, "artificial intelligence" means

1.8 a machine-based system that, for an explicit or implicit objective, infers from the inputs the

1.9 system receives how to generate outputs, including content, decisions, predictions, and

1.10 recommendations, that have the ability to influence physical or virtual environments.

1.11 Subd. 2. **Disclosure requirement.** A person engages in an unfair or deceptive trade

1.12 practice when, in the course of business, the person fails to disclose that an individual is

1.13 communicating or interacting with artificial intelligence that engages in a textual or aural

1.14 conversation.

1.15 Subd. 3. **Deceptive conduct.** A person engages in an unfair or deceptive trade practice

1.16 when, in the course of business, the person misleads or deceives a reasonable individual to

1.17 believe the individual is engaging with an actual human and:

1.18 (1) the individual is not notified in a clear and conspicuous manner that the individual

1.19 is communicating with artificial intelligence; or

1.20 (2) the individual reasonably believes the individual is engaging with a human.

1.21 Subd. 4. **Opt-out.** A person who uses artificial intelligence in the course of business

1.22 must provide individuals with an option to communicate or interact with an actual human

2.1 instead of artificial intelligence, including but not limited to through electronic
2.2 communication, an audio or video call, or an in-person meeting.

2.3 Subd. 5. Remedies; enforcement. (a) An individual injured by a violation of this section
2.4 may bring a civil action for damages, statutory damages not to exceed \$1,000, injunctive
2.5 relief, and costs and reasonable attorney fees.

2.6 (b) The attorney general may enforce this section under section 8.31. In an action brought
2.7 under this paragraph, a person is liable for a civil penalty not to exceed \$5,000,000.