

**BILL SUMMARY**  
2<sup>nd</sup> Session of the 60<sup>th</sup> Legislature

<b>Bill No.:</b>	<b>HB3544</b>
<b>Version:</b>	<b>POLREC</b>
<b>Request Number:</b>	<b>16614</b>
<b>Author:</b>	<b>Rep. Maynard</b>
<b>Date:</b>	<b>2/26/2026</b>
<b>Impact:</b>	<b>\$0</b>

**Research Analysis**

The policy committee recommendation for HB 3544 requires deployers of artificial intelligence (AI) chatbots to ensure chatbots that exhibit human-like features are inaccessible to minors, as verified by an age-verification system. Deployers, which include individuals, partnerships, corporations, and governmental agencies, may offer a version of the chatbot without human-like features for minors and unverified users. Additionally, AI chatbots designed as companions are prohibited for use by minors.

Therapeutic chatbots are exempt from these restrictions and can be used by minors if they clarify that the AI is not a mental health professional, are not marketed as substitutes for mental health care, are prescribed and monitored by licensed professionals, and are transparent about their limitations and data privacy. Deployers must also implement emergency systems for user safety and may only collect information that aligns with the best interests of users.

The measure does not apply to chatbots used only for customer service, business operations, or virtual assistance.

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**Fiscal Analysis**

The POLREC to HB3544 creates new regulations for artificial intelligence chatbots with human-like features, requiring deployers to implement age verification systems and safety measures to prevent minors from accessing certain AI systems. The measure establishes civil penalties of up to \$2,500 per violation (\$7,500 for intentional violations) that may be assessed by the Attorney General, and creates a private right of action for minors or their guardians to recover damages of \$100-\$750 per user, per incident. Any resulting change to the revenues collected by the Office of the Attorney General from these civil penalty collections are expected to be immaterial and/or absorbed by the agency. Therefore, this measure in its current form is anticipated to be budget neutral.

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**Other Considerations**

None.

