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H.783

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Introduced by Representatives Priestley of Bradford, Berbeco of Winooski,

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Burrows of West Windsor, Chapin of East Montpelier, Cole of

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Hartford, Donahue of Northfield, Graning of Jericho, Headrick

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of Burlington, Holcombe of Norwich, Kleppner of Burlington,

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McCann of Montpelier, McGill of Bridport, Mrowicki of

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Putney, Nugent of South Burlington, Ode of Burlington, Olson

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of Starksboro, Pouech of Hinesburg, Rachelson of Burlington,

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Scheu of Middlebury, Sibilia of Dover, Sweeney of Shelburne,

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Tomlinson of Winooski, and Torre of Moretown

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Referred to Committee on

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Date:

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Subject: Commerce and trade; consumer protection; chatbot disclosure

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Statement of purpose of bill as introduced: This bill proposes to require that a

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person operating a chatbot in a commercial transaction disclose to a consumer

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that the consumer is interacting with a chatbot, if a reasonable person could be

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misled into thinking the chatbot is a human.

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An act relating to chatbot disclosure requirements

1 It is hereby enacted by the General Assembly of the State of Vermont:

2 Sec. 1. 9 V.S.A. § 2466e is added to read:

3 § 2466e. CHATBOT DISCLOSURE

4 (a) No person shall engage in a commercial transaction or trade practice
5 with a consumer in which the consumer is communicating or otherwise
6 interacting with a chatbot that may mislead or deceive a reasonable person to
7 believe the person is engaging with an actual human, whether or not any
8 consumer is in fact misled or deceived, unless the consumer is notified in a
9 clear and conspicuous manner that the consumer is communicating with a
10 chatbot and not an actual human being.

11 (b) As used in this section, “chatbot” means any artificial intelligence,
12 algorithmic, or automated system that generates information via text, audio,
13 image, or video in a manner that simulates interpersonal interactions or
14 conversation. “Chatbot” includes artificial intelligence agents, avatars, or
15 other computer technology that engages in textual or aural conversations.

16 (c) A person who violates subsection (a) of this section commits an unfair
17 and deceptive act in commerce in violation of section 2453 of this title.

18 Sec. 2. EFFECTIVE DATE

19 This act shall take effect on July 1, 2026.