

# MAINE STATE LEGISLATURE

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# 132nd MAINE LEGISLATURE

## FIRST SPECIAL SESSION-2025

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Legislative Document

No. 1727

H.P. 1154

House of Representatives, April 17, 2025

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### **An Act to Ensure Transparency in Consumer Transactions Involving Artificial Intelligence**

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Reference to the Committee on Housing and Economic Development suggested and ordered printed.

A handwritten signature in cursive script that reads "Robert B. Hunt".

ROBERT B. HUNT  
Clerk

Presented by Representative KUHN of Falmouth.  
Cosponsored by Senator CARNEY of Cumberland and  
Representatives: LEE of Auburn, POIRIER of Skowhegan, SATO of Gorham, SAYRE of  
Kennebunk.

1 Be it enacted by the People of the State of Maine as follows:

2 Sec. 1. 10 MRSA c. 239 is enacted to read:

3 **CHAPTER 239**

4 **COMMUNICATIONS WITH CONSUMERS VIA ARTIFICIAL INTELLIGENCE**

5 **§1500-Y. Use of artificial intelligence chatbot to conduct commercial transactions**  
6 **prohibited**

7 **1. Use of artificial intelligence chatbot to conduct commercial transactions**  
8 **prohibited.** A person may not use an artificial intelligence chatbot or any other computer  
9 technology to engage in a commercial transaction or trade practice with a consumer in a  
10 manner that may mislead or deceive a reasonable consumer into believing that the  
11 consumer is engaging with a human being if:

12 A. The consumer is not notified in a clear and conspicuous manner that the consumer  
13 is not engaging with a human being; or

14 B. The consumer reasonably believes that the consumer is engaging with a human  
15 being.

16 For the purposes of this section, "artificial intelligence chatbot" means a software  
17 application, web interface or computer program that simulates human-like conversation  
18 and interaction through textual or aural communications.

19 **2. Violation; remedies.** A violation of subsection 1 is considered a violation of the  
20 Maine Unfair Trade Practices Act and is subject to penalties pursuant to Title 5, section  
21 212. The Attorney General may seek injunctive relief against a person who violates  
22 subsection 1.

23 **SUMMARY**

24 This bill prohibits a person from using a software application, web interface or  
25 computer program that simulates human-like conversation and interaction through textual  
26 or aural communications to engage in a commercial transaction or trade practice with a  
27 consumer in a manner that may mislead or deceive a reasonable consumer into believing  
28 that the consumer is engaging with a human being if the consumer is not notified that the  
29 consumer is not engaging with a human being or the consumer reasonably believes that the  
30 consumer is engaging with a human being. The bill makes a violation of the prohibition a  
31 violation of the Maine Unfair Trade Practices Act.