

House Engrossed

artificial intelligence service; disclosures; requirements

State of Arizona  
House of Representatives  
Fifty-seventh Legislature  
Second Regular Session  
2026

# HOUSE BILL 2311

AN ACT

AMENDING TITLE 18, ARIZONA REVISED STATUTES, BY ADDING CHAPTER 8; RELATING  
TO INFORMATION TECHNOLOGY.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Title 18, Arizona Revised Statutes, is amended by adding  
3 chapter 8, to read:

4 CHAPTER 8

5 ARTIFICIAL INTELLIGENCE

6 ARTICLE 1. GENERAL PROVISIONS

7 18-801. Definitions

8 IN THIS CHAPTER, UNLESS THE TEXT OTHERWISE REQUIRES:

9 1. "ACCOUNT HOLDER" MEANS AN INDIVIDUAL WHO HAS, OR OPENS, AN  
10 ACCOUNT OR PROFILE TO USE A CONVERSATIONAL AI SERVICE.

11 2. "CONVERSATIONAL AI SERVICE":

12 (a) MEANS AN ARTIFICIAL INTELLIGENCE SOFTWARE APPLICATION, WEB  
13 INTERFACE OR COMPUTER PROGRAM THAT IS ACCESSIBLE TO THE GENERAL PUBLIC AND  
14 THAT PRIMARILY SIMULATES HUMAN CONVERSATION AND INTERACTION THROUGH  
15 TEXTUAL, VISUAL OR AURAL COMMUNICATIONS.

16 (b) DOES NOT INCLUDE AN APPLICATION, WEB INTERFACE OR COMPUTER  
17 PROGRAM THAT MEETS ANY OF THE FOLLOWING:

18 (i) IS PRIMARILY DESIGNED AND MARKETED FOR USE BY DEVELOPERS OR  
19 RESEARCHERS.

20 (ii) IS A FEATURE WITHIN ANOTHER SOFTWARE APPLICATION, WEB  
21 INTERFACE OR COMPUTER PROGRAM THAT IS NOT A CONVERSATIONAL AI SERVICE.

22 (iii) IS DESIGNED TO PROVIDE OUTPUTS RELATING TO A NARROW AND  
23 DISCRETE TOPIC.

24 (iv) IS PRIMARILY DESIGNED AND MARKETED FOR COMMERCIAL USE BY  
25 BUSINESS ENTITIES.

26 (v) FUNCTIONS AS A SPEAKER AND VOICE COMMAND INTERFACE OR  
27 VOICE-ACTIVATED VIRTUAL ASSISTANT FOR A CONSUMER ELECTRONIC DEVICE.

28 (vi) IS USED BY A BUSINESS ENTITY SOLELY FOR INTERNAL PURPOSES.

29 (vii) IS USED BY A BUSINESS ENTITY SOLELY FOR CUSTOMER SERVICE OR  
30 TO STRICTLY PROVIDE USERS WITH INFORMATION ABOUT AVAILABLE COMMERCIAL  
31 SERVICES OR PRODUCTS PROVIDED BY THE BUSINESS ENTITY, CUSTOMER SERVICE  
32 ACCOUNT INFORMATION OR OTHER INFORMATION STRICTLY RELATED TO THE BUSINESS  
33 ENTITY'S CUSTOMER SERVICE.

34 (viii) IS USED SOLELY TO PROVIDE COMMERCE-RELATED OR TRANSACTIONAL  
35 ASSISTANCE, INCLUDING PRODUCT OR SERVICE RECOMMENDATIONS, SHOPPING,  
36 ORDERING, PAYMENTS, DELIVERY, RETURNS OR CUSTOMER SUPPORT.

37 3. "INDIVIDUAL" MEANS A NATURAL PERSON.

38 4. "MINOR" MEANS AN INDIVIDUAL UNDER CIRCUMSTANCES IN WHICH AN  
39 OPERATOR HAS ACTUAL KNOWLEDGE OR REASONABLE CERTAINTY THAT THE INDIVIDUAL  
40 IS UNDER EIGHTEEN YEARS OF AGE.

41 5. "MINOR ACCOUNT HOLDER" MEANS AN ACCOUNT HOLDER WHO IS A MINOR.

42 6. "OPERATOR":

43 (a) MEANS A PERSON THAT MAKES AVAILABLE A CONVERSATIONAL AI SERVICE  
44 TO THE PUBLIC.

1 (b) DOES NOT INCLUDE A MOBILE APPLICATION STORE OR SEARCH ENGINE  
2 SOLELY BECAUSE THE APPLICATION OR ENGINE PROVIDES ACCESS TO A  
3 CONVERSATIONAL AI SERVICE.

4 7. "PERSON" MEANS A NATURAL PERSON OR LEGAL ENTITY.

5 8. "SEXUAL CONDUCT" HAS THE SAME MEANING PRESCRIBED IN SECTION  
6 13-3551.

7 9. "VISUAL DEPICTION" HAS THE SAME MEANING PRESCRIBED IN SECTION  
8 13-3551.

9 18-802. Artificial intelligence; consumer notices and  
10 disclosures; prohibited uses of artificial  
11 intelligence service; safety and privacy tools;  
12 civil penalty; enforcement by attorney general

13 A. EACH OPERATOR SHALL CLEARLY AND CONSPICUOUSLY DISCLOSE TO A  
14 MINOR ACCOUNT HOLDER IN EITHER OF THE FOLLOWING WAYS THAT THE MINOR IS  
15 INTERACTING WITH A CONVERSATIONAL AI SERVICE:

16 1. AS A PERSISTENT VISIBLE DISCLAIMER.

17 2. AT THE BEGINNING OF EACH SESSION AND APPEARING AT LEAST EVERY  
18 THREE HOURS IN A CONTINUOUS CONVERSATIONAL AI SERVICE INTERACTION.

19 B. IF AN OPERATOR KNOWS THAT AN ACCOUNT HOLDER IS A MINOR, THE  
20 OPERATOR MAY NOT PROVIDE THE USER WITH POINTS OR SIMILAR REWARDS AT  
21 UNPREDICTABLE INTERVALS WITH THE INTENT TO ENCOURAGE INCREASED ENGAGEMENT  
22 WITH THE CONVERSATIONAL AI SERVICE.

23 C. EACH OPERATOR SHALL INSTITUTE REASONABLE MEASURES TO PREVENT THE  
24 CONVERSATIONAL AI SERVICE FROM DOING ANY OF THE FOLLOWING FOR MINOR  
25 ACCOUNT HOLDERS:

26 1. PRODUCING VISUAL MATERIAL OF SEXUAL CONDUCT.

27 2. GENERATING DIRECT STATEMENTS THAT THE ACCOUNT HOLDER SHOULD  
28 ENGAGE IN SEXUAL CONDUCT.

29 3. GENERATING STATEMENTS THAT SEXUALLY OBJECTIFY THE ACCOUNT  
30 HOLDER.

31 D. FOR MINOR ACCOUNT HOLDERS, THE OPERATOR SHALL INSTITUTE  
32 REASONABLE MEASURES TO PREVENT THE CONVERSATIONAL AI SERVICE FROM  
33 GENERATING STATEMENTS THAT WOULD LEAD A REASONABLE PERSON TO BELIEVE THAT  
34 THE PERSON IS INTERACTING WITH A HUMAN, INCLUDING ANY OF THE FOLLOWING:

35 1. EXPLICIT CLAIMS THAT THE CONVERSATIONAL AI SERVICE IS SENTIENT  
36 OR HUMAN.

37 2. STATEMENTS THAT SIMULATE EMOTIONAL DEPENDENCE.

38 3. STATEMENTS THAT SIMULATE ROMANTIC OR SEXUAL INNUENDOS.

39 4. ROLE-PLAYING OF ADULT-MINOR ROMANTIC RELATIONSHIPS.

40 E. IF A REASONABLE PERSON WOULD BE MISLED TO BELIEVE THAT THE  
41 PERSON IS INTERACTING WITH A HUMAN, AN OPERATOR SHALL CLEARLY AND  
42 CONSPICUOUSLY DISCLOSE THAT THE CONVERSATIONAL AI SERVICE IS ARTIFICIAL  
43 INTELLIGENCE.

44 F. EACH OPERATOR SHALL OFFER TOOLS FOR MINOR ACCOUNT HOLDERS AND,  
45 IF THE ACCOUNT HOLDER IS UNDER THIRTEEN YEARS OF AGE, THE ACCOUNT HOLDER'S

1 PARENT OR GUARDIAN, TO MANAGE THE ACCOUNT HOLDER'S PRIVACY AND ACCOUNT  
2 SETTINGS. AN OPERATOR SHALL ALSO OFFER RELATED TOOLS TO THE PARENT OR  
3 GUARDIAN OF A MINOR ACCOUNT HOLDER WHO IS THIRTEEN YEARS OF AGE OR ABOVE,  
4 AS APPROPRIATE BASED ON RELEVANT RISKS.

5 G. EACH OPERATOR SHALL ADOPT A PROTOCOL FOR THE CONVERSATIONAL AI  
6 SERVICE TO RESPOND TO A USER PROMPT REGARDING SUICIDAL IDEATION OR  
7 SELF-HARM, INCLUDING MAKING REASONABLE EFFORTS TO PROVIDE A RESPONSE TO  
8 THE USER THAT REFERS THE USER TO CRISIS SERVICE PROVIDERS SUCH AS A  
9 SUICIDE HOTLINE, CRISIS TEXT LINE OR OTHER APPROPRIATE CRISIS SERVICE.

10 H. AN OPERATOR SHALL NOT KNOWINGLY AND INTENTIONALLY CAUSE OR  
11 PROGRAM A CONVERSATIONAL AI SERVICE TO MAKE ANY REPRESENTATION OR  
12 STATEMENT THAT EXPLICITLY INDICATES THAT THE CONVERSATIONAL AI SERVICE IS  
13 DESIGNED TO PROVIDE PROFESSIONAL MENTAL OR BEHAVIORAL HEALTH CARE.

14 I. AN OPERATOR THAT VIOLATES THIS CHAPTER IS SUBJECT TO AN  
15 INJUNCTION AND IS LIABLE FOR THE GREATER OF EITHER:

- 16 1. ACTUAL DAMAGES.
- 17 2. CIVIL PENALTIES OF \$1,000 PER VIOLATION, NOT TO EXCEED \$500,000  
18 PER OPERATOR.

19 J. A VIOLATION OF THIS SECTION IS PUNISHABLE BY A CIVIL PENALTY, TO  
20 BE SOUGHT BY THE ATTORNEY GENERAL ONLY. THIS SECTION DOES NOT CREATE A  
21 PRIVATE RIGHT OF ACTION TO ENFORCE THIS SECTION OR TO SUPPORT A PRIVATE  
22 RIGHT OF ACTION UNDER ANY OTHER LAW.

23 K. THIS SECTION DOES NOT CREATE LIABILITY FOR THE DEVELOPER OF AN  
24 ARTIFICIAL INTELLIGENCE MODEL FOR ANY VIOLATION OF THIS SECTION BY A  
25 CONVERSATIONAL AI SERVICE THAT IS MADE AVAILABLE TO THE PUBLIC BY A THIRD  
26 PARTY OPERATOR.

27 Sec. 2. Effective date

28 Title 18, chapter 8, Arizona Revised Statutes, as added by this act,  
29 is effective from and after September 30, 2027.