

**Senate File 2417 - Introduced**

SENATE FILE 2417  
BY COMMITTEE ON TECHNOLOGY

(SUCCESSOR TO SSB 3011)

**A BILL FOR**

1 An Act establishing requirements and guidelines for  
2 conversational AI services, and providing civil penalties,  
3 and including applicability provisions.  
4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. NEW SECTION. 554J.1 Definitions.

2 For the purposes of this chapter:

3 1. "*Account holder*" means an individual to which an account  
4 or profile to use a conversational AI service belongs.

5 2. a. "*Conversational AI service*" means an artificial  
6 intelligence, available by software application, web interface,  
7 or computer program, that is accessible to the general  
8 public and that has the primary purpose of simulating human  
9 conversation and interaction through text, audio communication,  
10 or visual communication.

11 b. "*Conversational AI service*" does not include a software  
12 application, web interface, or computer program that is any of  
13 the following:

14 (1) Primarily designed and marketed for research and  
15 development purposes.

16 (2) A feature within another software application, web  
17 interface, or computer program that does not have the primary  
18 purpose of simulating human conversation and interaction  
19 through text, audio communication, or visual communication.

20 (3) Designed to provide outputs relating to a narrow and  
21 discrete topic.

22 (4) Primarily designed and marketed for commercial use by  
23 business entities to assist customers in obtaining services or  
24 purchasing goods from the business.

25 (5) Functions as a speaker and voice command interface or  
26 voice-activated virtual assistant for an electronic device  
27 widely available to consumers.

28 (6) Used by a business solely for internal purposes.

29 3. "*Minor*" means an individual an operator knows is, or is  
30 reasonably certain is, under eighteen years of age.

31 4. "*Operator*" means a person who develops and makes a  
32 conversational AI service available to the public. "*Operator*"  
33 does not include a mobile device application store or a search  
34 engine solely because the mobile device application store or a  
35 search engine provides access to a conversational AI service.

1 5. "*Sexually explicit conduct*" means the same as defined in  
2 18 U.S.C. §2256.

3 6. "*Visual depiction*" means the same as defined in 18 U.S.C.  
4 §2256.

5 Sec. 2. NEW SECTION. 554J.2 **Conversational AI services —**  
6 **minors — requirements.**

7 1. An operator shall clearly and conspicuously disclose  
8 to a minor account holder that the minor account holder is  
9 interacting with artificial intelligence through any of the  
10 following:

11 a. A persistent visible disclaimer.

12 b. All of the following:

13 (1) A disclaimer that appears at the beginning of each  
14 interaction between the operator's conversational AI service  
15 and a minor account holder.

16 (2) A disclaimer that appears at least once every three  
17 hours of continuous interaction between the operator's  
18 conversational AI service and a minor account holder.

19 2. An operator shall not provide a minor user with points  
20 or similar rewards at unpredictable intervals with the  
21 intent to encourage increased engagement with the operator's  
22 conversational AI service.

23 3. An operator shall institute reasonable measures to  
24 prevent the operator's conversational AI service from doing any  
25 of the following for minor account holders:

26 a. Producing visual depictions of sexually explicit  
27 material.

28 b. Stating that the minor account holder should engage in  
29 sexually explicit conduct.

30 c. Sexually objectifying the minor account holder.

31 4. An operator shall institute reasonable measures  
32 to prevent the operator's conversational AI service from  
33 generating statements that would lead a reasonable individual  
34 to believe that the individual is interacting with a human,  
35 including but not limited to all of the following:

1     *a.* Explicit claims that the conversational AI service is  
2 sentient or human.

3     *b.* Statements that simulate emotional dependence on a minor  
4 account holder.

5     *c.* Statements that simulate a romantic interaction or a  
6 sexual innuendo.

7     *d.* Role-playing an adult-minor romantic relationship.

8     5. *a.* An operator shall offer tools for minor account  
9 holders to manage the minor account holder's privacy and  
10 account settings.

11    *b.* An operator shall offer tools for the parent or guardian  
12 of a minor account holder to manage the minor account holder's  
13 privacy and account settings if the minor is under thirteen  
14 years of age.

15    *c.* An operator shall offer tools for the parent or guardian  
16 of a minor account holder to manage the minor account holder's  
17 privacy and account settings as appropriate based on relevant  
18 risks.

19    Sec. 3. NEW SECTION. 554J.3 **Consumer disclosures.**

20    An operator shall clearly and conspicuously disclose using  
21 a persistent visible disclaimer, or a disclaimer that appears  
22 after every three hours of continuous interaction with the  
23 operator's conversational AI service, that the operator's  
24 conversational AI service is artificial intelligence if a  
25 reasonable individual interacting with the conversational AI  
26 service would believe that the individual is interacting with a  
27 human.

28    Sec. 4. NEW SECTION. 554J.4 **Suicide and self-harm protocol.**

29    An operator shall adopt protocols for the operator's  
30 conversational AI service for responding to user prompts  
31 regarding suicidal ideation or self-harm that includes but is  
32 not limited to making reasonable efforts to refer the user to  
33 crisis service providers such as a suicide hotline, crisis text  
34 line, or other appropriate crisis service.

35    Sec. 5. NEW SECTION. 554J.5 **Mental health care.**

1 An operator shall not knowingly and intentionally cause or  
2 program a conversational AI service to make a representation or  
3 statement that would lead a reasonable individual to believe  
4 that the conversational AI service is designed to provide  
5 professional psychology or behavioral health services that an  
6 individual would require licensure under chapter 154B or 154D  
7 to provide.

8 Sec. 6. NEW SECTION. **554J.6 Penalties and enforcement.**

9 1. An operator that violates this chapter shall be subject  
10 to an injunction and liable for the greater of the following:

11 a. Actual damages.

12 b. A civil penalty of one thousand dollars per violation, up  
13 to a maximum of five hundred thousand dollars per operator.

14 2. The attorney general shall have the authority to enforce  
15 this chapter and shall adopt rules pursuant to chapter 17A to  
16 administer this chapter.

17 3. A civil penalty collected under this section shall be  
18 deposited into the general fund of the state.

19 4. This chapter shall not be construed to create a private  
20 right of action under this chapter or any other law.

21 5. This section shall not be construed to make a developer  
22 of an artificial intelligence model liable solely because a  
23 third party used the developer's artificial intelligence model  
24 to create or train a conversational AI service.

25 Sec. 7. APPLICABILITY. This Act applies July 1, 2027.

26 **EXPLANATION**

27 The inclusion of this explanation does not constitute agreement with  
28 the explanation's substance by the members of the general assembly.

29 This bill relates to requirements and guidelines for  
30 conversational AI services (AI services).

31 The bill defines "conversational AI service" as an  
32 artificial intelligence, available by software application,  
33 web interface, or computer program, that is accessible  
34 to the general public and that has the primary purpose of  
35 simulating human conversation and interaction through text,

1 audio communication, or visual communication. The bill lists  
2 exceptions to the definition of AI service.

3 The bill defines "operator" as a person who develops and  
4 makes an AI service available to the public. The bill lists  
5 exceptions to the definition of "operator".

6 The bill also defines "account holder", "minor", "sexually  
7 explicit conduct", and "visual depiction".

8 The bill requires an operator to clearly and conspicuously  
9 disclose to a minor account holder (minor) that the minor is  
10 interacting with artificial intelligence through a persistent  
11 visible disclaimer or a disclaimer that appears at the  
12 beginning of each interaction between the operator's AI service  
13 and a minor and at least once every three hours of continuous  
14 interaction between the minor and the AI service.

15 The bill prohibits an operator from providing a minor with  
16 points or similar rewards at unpredictable intervals with the  
17 intent to encourage increased engagement with the operator's  
18 AI service.

19 The bill requires an operator to prevent the operator's AI  
20 service from producing visual depictions of sexually explicit  
21 material, stating that the minor account holder should engage  
22 in sexually explicit conduct, or sexually objectifying the  
23 minor account holder.

24 The bill requires an operator to institute reasonable  
25 measures to prevent the operator's AI service from leading a  
26 reasonable individual to believe the individual is interacting  
27 with a human. If the AI service would lead a reasonable  
28 individual to believe the individual is interacting with a  
29 human, the operator must clearly and conspicuously disclose  
30 using a persistent visible disclaimer, or a disclaimer that  
31 appears after three hours of continuous interaction with an AI  
32 service, that the AI service is artificial intelligence.

33 The bill requires, in circumstances detailed in the bill,  
34 an operator to provide tools to a minor, a minor's parent or  
35 guardian, or both that will allow the individual to manage the

1 minor's privacy and account settings.

2 The bill requires an operator to adopt protocols for the  
3 operator's AI service that would respond as detailed in the  
4 bill to user prompts of suicidal ideation or self-harm.

5 The bill prohibits an operator from knowingly and  
6 intentionally causing or programming an AI service to make a  
7 representation or statement that would lead a reasonable person  
8 to believe the AI service is designed to provide professional  
9 psychology services or behavioral health services that would  
10 require licensure.

11 The bill authorizes the attorney general to enforce the bill  
12 and adopt rules to administer the bill.

13 An operator in violation of the bill is subject to an  
14 injunction and the greater of actual damages or a civil penalty  
15 of \$1,000 per violation, up to a maximum of \$500,000 per  
16 operator. Civil penalties collected under the bill shall be  
17 deposited into the general fund of the state.

18 The bill does not create a private right of action and  
19 shall not be construed to make a developer of an artificial  
20 intelligence model liable solely because a third party used the  
21 developer's artificial intelligence model to create or train  
22 an AI service.

23 The bill applies July 1, 2027.