

119TH CONGRESS
2D SESSION

H. R. 9757

To establish requirements and guidelines for conversational AI services, and
for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JULY 16, 2026

Mrs. MILLER-MEEKS introduced the following bill; which was referred to the
Committee on Energy and Commerce

A BILL

To establish requirements and guidelines for conversational
AI services, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Conversational AI
5 Services Act”.

6 **SEC. 2. CONVERSATIONAL AI SERVICES MINORS REQUIRE-**
7 **MENTS.**

8 (a) REQUIREMENTS AND PROHIBITIONS.—

9 (1) REQUIREMENTS FOR MINORS.—An operator
10 shall clearly and conspicuously disclose to a minor

1 account holder that the minor account holder is
2 interacting with artificial intelligence through ei-
3 ther—

4 (A) a persistent visible disclaimer; or

5 (B) a disclaimer that appears—

6 (i) at the beginning of each inter-
7 action between the conversational AI serv-
8 ice of the operator and a minor account
9 holder; and

10 (ii) at least once every 3 hours of con-
11 tinuous interaction between the conversa-
12 tional AI service of the operator and minor
13 account holder.

14 (2) POINTS AND REWARDS PROHIBITED.—An
15 operator may not provide a minor account holder
16 with points or similar rewards at unpredictable in-
17 tervals with the intent to encourage increased en-
18 gagement with the conversational AI service of the
19 operator.

20 (3) SAFETY MEASURES REQUIRED.—An oper-
21 ator shall institute reasonable measures to prevent
22 the conversational AI service of the operator from
23 doing any of the following for minor account holders:

24 (A) Producing visual depictions of sexually
25 explicit material.

1 (B) Stating that the minor account holder
2 should engage in sexually explicit conduct.

3 (C) Sexually objectifying the minor account
4 holder.

5 (4) REQUIREMENT FOR MEASURE TO PREVENT
6 DECEPTION.—An operator shall institute reasonable
7 measures for minor account holders to prevent the
8 conversational AI service of the operator from gener-
9 ating statements that would lead a reasonable indi-
10 vidual to believe that the individual is interacting
11 with a human, including any of the following:

12 (A) Explicit claims that the conversational
13 AI service is sentient or human.

14 (B) Statements that simulate emotional
15 dependence.

16 (C) Statements that simulate a romantic
17 interaction or a sexual innuendo.

18 (D) Role-playing an adult-minor romantic
19 relationship.

20 (5) PARENTAL SUPERVISION.—An operator
21 shall make available tools for a minor account holder
22 and any parent or guardian of the minor account
23 holder to manage the screen time and account set-
24 tings of the minor account holder.

1 (6) CONSUMER DISCLOSURES.—An operator
2 shall clearly and conspicuously disclose, using a per-
3 sistent visible disclaimer or a disclaimer that ap-
4 pears after every 3 hours of continuous interaction
5 with the conversational AI service of the operator,
6 that the conversational AI service is artificial intel-
7 ligence if a reasonable individual interacting with the
8 conversational AI service would believe that the indi-
9 vidual is interacting with a human.

10 (7) SUICIDE AND SELF-HARM PROTOCOL.—An
11 operator shall adopt protocols for the conversational
12 AI service of the operator for responding to user
13 prompts regarding suicidal ideation or self-harm
14 that includes making reasonable efforts to refer the
15 user to a crisis service provider such as a suicide
16 hotline, a crisis text line, or other appropriate crisis
17 service.

18 (8) MENTAL HEALTH CARE.—An operator may
19 not knowingly and intentionally cause or program a
20 conversational AI service to make a representation
21 or statement that would lead a reasonable individual
22 to believe that the conversational AI service is de-
23 signed to provide professional psychology or behav-
24 ioral health services for which an individual would
25 require licensure.

1 (b) ENFORCEMENT BY FEDERAL TRADE COMMIS-
2 SION.—

3 (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-
4 TICES.—A violation of subsection (a) or a regulation
5 promulgated under such subsection shall be treated
6 as a violation of a regulation under section
7 18(a)(1)(B) of the Federal Trade Commission Act
8 (15 U.S.C. 57a(a)(1)(B)) regarding unfair or decep-
9 tive acts or practices.

10 (2) POWERS OF COMMISSION.—The Federal
11 Trade Commission shall enforce subsection (a) and
12 any regulation promulgated under such subsection in
13 the same manner, by the same means, and with the
14 same jurisdiction, powers, and duties as though all
15 applicable terms and provisions of the Federal Trade
16 Commission Act (15 U.S.C. 41 et seq.) were incor-
17 porated into and made a part of this section. Any
18 person who violates such subsection or a regulation
19 promulgated under such subsection shall be subject
20 to the penalties and entitled to the privileges and
21 immunities provided in the Federal Trade Commis-
22 sion Act.

23 (c) DEFINITIONS.—In this section:

1 (1) ACCOUNT HOLDER.—The term “account
2 holder” means an individual to which an account or
3 profile to use a conversational AI service belongs.

4 (2) CONVERSATIONAL AI SERVICE.—The term
5 “conversational AI service”—

6 (A) means an artificial intelligence, avail-
7 able by software application, web interface, or
8 computer program, that is accessible to the gen-
9 eral public and that has the primary purpose of
10 simulating human conversation and interaction
11 through text, audio communication, or visual
12 communication; and

13 (B) does not include a software applica-
14 tion, web interface, or computer program that
15 is—

16 (i) primarily designed and marketed
17 for research and development purposes;

18 (ii) a feature within another software
19 application, web interface, or computer
20 program that does not have the primary
21 purpose of simulating human conversation
22 and interaction through text, audio com-
23 munication, or visual communication;

24 (iii) designed to provide outputs relat-
25 ing to a narrow and discrete topic;

1 (iv) primarily designed and marketed
2 for commercial use by business entities to
3 assist customers in obtaining services or
4 purchasing goods from the business;

5 (v) functions as a speaker and voice
6 command interface or voice-activated vir-
7 tual assistant for an electronic device wide-
8 ly available to consumers; and

9 (vi) used by a business solely for in-
10 ternal purposes.

11 (3) MINOR.—The term “minor” means an indi-
12 vidual an operator knows is, or is reasonably certain
13 is, under 18 years of age.

14 (4) OPERATOR.—The term “operator”—

15 (A) means a person who develops and
16 makes a conversational AI service available to
17 the public; and

18 (B) does not include a mobile device appli-
19 cation store or a search engine solely because
20 the mobile device application store or search en-
21 gine provides access to a conversational AI serv-
22 ice.

23 (5) SEXUALLY EXPLICIT CONDUCT; VISUAL DE-
24 PICTURE.—The terms “sexually explicit conduct”
25 and “visual depiction” have the meaning given those

1 terms in section 2256 of title 18, United States
2 Code.

3 (d) APPLICABILITY.—This section shall take effect
4 one year after the date of the enactment of this section.

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