

HB0438S02 compared with HB0438

~~{Omitted text}~~ shows text that was in HB0438 but was omitted in HB0438S02

inserted text shows text that was not in HB0438 but was inserted into HB0438S02

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1 **Artificial Intelligence Amendments**
2026 GENERAL SESSION
STATE OF UTAH
Chief Sponsor: Doug Fiefia
Senate Sponsor: Kirk A. Cullimore



2
3 **LONG TITLE**

4 **General Description:**

5 This bill enacts the ~~{AI}~~ Companion Chatbot Safety Act to regulate ~~{AI}~~ operators of companion chatbots and protect consumers.

7 **Highlighted Provisions:**

8 This bill:

9 ▶ defines terms;

10 ▶ requires ~~{suppliers}~~ operators of ~~{AI}~~ companion chatbots to ~~{implement safety protocols to identify and mitigate safety-critical situations}~~ comply with the Utah Consumer Privacy Act;

12 ▶ ~~{requires suppliers to assess safety protocol efficacy and generate user engagement estimates;}~~

12 ▶ establishes disclosure and data protection requirements for operators;

14 ▶ ~~{requires suppliers to facilitate independent evaluation of}~~ establishes additional safety ~~{protocols}~~ requirements for operators serving minor users;

15 ▶ ~~{requires suppliers to publicly report on safety protocols, efficacy assessments, and user engagement estimates;}~~

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- 14 ▶ authorizes rulemaking for age assurance and safe harbor standards;
17 ▶ ~~{grants}~~ requires annual reporting by operators to the Office of Artificial Intelligence Policy
 {authority to establish disclosure standards and monitor compliance} ;
19 ▶ ~~{establishes a sunset date for certain safety protocol, monitoring, and reporting~~
 requirements; }
21 ▶ ~~{prohibits suppliers from introducing or permitting minors to access material harmful to~~
 minors; }
23 ▶ ~~{restricts suppliers from sending unsolicited communications to encourage user~~
 engagement; }
25 ▶ ~~{prohibits suppliers from selling or sharing highly sensitive information with third parties;~~
 }
26 ▶ ~~{prohibits suppliers from selling or sharing personal data of minors with third parties;~~ }
27 ▶ ~~{restricts suppliers from introducing commercial content into conversations with minors;~~ }
28 ▶ ~~{requires suppliers to provide deletion options and public disclosures about risks and data~~
 practices; }
30 ▶ ~~{requires suppliers to disclose that AI companion chatbots are artificial intelligence and~~
 not human; }
32 ▶ ~~{provides a safe harbor for chatbots not designed to facilitate emotional engagement;~~ }
33 ▶ grants enforcement authority to the Division of Consumer Protection { ~~enforcement authority~~ } ;
34 ▶ provides for administrative fines and civil penalties; { ~~and~~ }
18 ▶ establishes safe harbor provisions for operators; and
35 ▶ provides a severability clause.

20 Money Appropriated in this Bill:

21 None

22 Other Special Clauses:

23 This bill provides a special effective date.

24 Utah Code Sections Affected:

25 AMENDS:

42 ~~{13-2-1 (Effective 05/06/26) (Superseded 07/01/26), as last amended by Laws of Utah 2025,~~
 Chapters 51, 181, 237, and 269}

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13-2-1 ~~{(Effective 07/01/26)}~~(Effective 07/01/26) (Effective 08/01/26), as last amended by Laws of Utah 2025, Chapter 468

28 13-61-101 (Effective 08/01/26), as last amended by Laws of Utah 2024, Chapter 186

29 13-61-102 (Effective 08/01/26), as last amended by Laws of Utah 2024, Chapter 381

45 ~~{63I-2-213 (Effective 05/06/26), as last amended by Laws of Utah 2025, Chapter 277}~~

30 ENACTS:

31 13-72b-101 ~~{(Effective 05/06/26)}~~(Effective 08/01/26), Utah Code Annotated 1953

32 13-72b-201 ~~{(Effective 05/06/26)}~~(Effective 08/01/26), Utah Code Annotated 1953

33 13-72b-202 ~~{(Effective 05/06/26)}~~(Effective 08/01/26), Utah Code Annotated 1953

50 ~~{13-72b-203 (Effective 05/06/26), Utah Code Annotated 1953}~~

34 13-72b-301 ~~{(Effective 05/06/26)}~~(Effective 08/01/26), Utah Code Annotated 1953

35 13-72b-302 ~~{(Effective 05/06/26)}~~(Effective 08/01/26), Utah Code Annotated 1953

36 13-72b-303 ~~{(Effective 05/06/26)}~~(Effective 08/01/26), Utah Code Annotated 1953

37 13-72b-401 ~~{(Effective 05/06/26)}~~(Effective 08/01/26), Utah Code Annotated 1953

38 13-72b-402 (Effective 08/01/26), Utah Code Annotated 1953

39 13-72b-501 ~~{(Effective 05/06/26)}~~(Effective 08/01/26), Utah Code Annotated 1953

40

41 *Be it enacted by the Legislature of the state of Utah:*

58 ~~{Section 1. Section 13-2-1 is amended to read: }~~

59 **13-2-1. Consumer protection division established -- Functions.**

61 (1) There is established within the Department of Commerce the Division of Consumer Protection.

63 (2) The division shall administer and enforce the following:

64 (a) Chapter 10a, Music Licensing Practices Act;

65 (b) Chapter 11, Utah Consumer Sales Practices Act;

66 (c) Chapter 15, Business Opportunity Disclosure Act;

67 (d) Chapter 20, New Motor Vehicle Warranties Act;

68 (e) Chapter 21, Credit Services Organizations Act;

69 (f) Chapter 22, Charitable Solicitations Act;

70 (g) Chapter 23, Health Spa Services Protection Act;

71 (h) Chapter 25a, Telephone and Facsimile Solicitation Act;

72 (i) Chapter 26, Telephone Fraud Prevention Act;

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- 73 (j) Chapter 28, Prize Notices Regulation Act;
- 74 (k) Chapter 32a, Pawnshop, Secondhand Merchandise, and Catalytic Converter Transaction Information Act;
- 76 (l) Chapter 34, Utah Postsecondary School and State Authorization Act;
- 77 (m) Chapter 41, Price Controls During Emergencies Act;
- 78 (n) Chapter 42, Uniform Debt-Management Services Act;
- 79 (o) Chapter 49, Immigration Consultants Registration Act;
- 80 (p) Chapter 51, Transportation Network Company Registration Act;
- 81 (q) Chapter 52, Residential Solar Energy Consumer Protection Act;
- 82 (r) Chapter 53, Residential, Vocational or Life Skills Program Act;
- 83 (s) Chapter 54, Ticket Website Sales Act;
- 84 (t) Chapter 56, Ticket Transferability Act;
- 85 (u) Chapter 57, Maintenance Funding Practices Act;
- 86 (v) Chapter 61, Utah Consumer Privacy Act;
- 87 (w) Chapter 64, Vehicle Value Protection Agreement Act;
- 88 (x) Chapter 65, Utah Commercial Email Act;
- 89 (y) Chapter 67, Online Dating Safety Act;
- 90 (z) Chapter 68, Lawyer Referral Consultants Registration Act;
- 91 (aa) Chapter 70, Automatic Renewal Contracts Act;
- 92 (bb) Chapter 71, Utah Minor Protection in Social Media Act;
- 93 (cc) Chapter 72a, Artificial Intelligence Applications Relating to Mental Health;
- 94 ~~(dd)~~ Chapter 72b, AI Companion Chatbot Safety Act; and
- 95 ~~(dd)~~ (ee) Chapter 78, Earned Wage Access Services Act.
- 96 (3) In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the division may make rules to establish:
- 98 (a) a public list that identifies a person that:
- 99 (i) violates a chapter described in Subsection (2);
- 100 (ii) without proper legal justification, fails to comply with an order, subpoena, judgment, or other legal process issued by:
- 102 (A) the division; or
- 103 (B) a court of competent jurisdiction; or

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- 104 (iii) breaches a settlement agreement, stipulation, assurance of voluntary compliance, or similar
instrument signed by the person and the division; and
106 (b) a process by which a person may be removed from the list the division establishes as described in
Subsection (3)(a).

42 Section 1. Section 13-2-1 is amended to read:

43 **13-2-1. ~~{(Effective 07/01/26)}~~(Effective 07/01/26) (Effective 08/01/26) Consumer protection
division established -- Functions.**

- 111 (1) There is established within the Department of Commerce the Division of Consumer Protection.
113 (2) The division shall administer and enforce the following:
114 (a) Chapter 10a, Music Licensing Practices Act;
115 (b) Chapter 11, Utah Consumer Sales Practices Act;
116 (c) Chapter 15, Business Opportunity Disclosure Act;
117 (d) Chapter 20, New Motor Vehicle Warranties Act;
118 (e) Chapter 21, Credit Services Organizations Act;
119 (f) Chapter 22, Charitable Solicitations Act;
120 (g) Chapter 23, Health Spa Services Protection Act;
121 (h) Chapter 25a, Telephone and Facsimile Solicitation Act;
122 (i) Chapter 26, Telephone Fraud Prevention Act;
123 (j) Chapter 28, Prize Notices Regulation Act;
124 (k) Chapter 32a, Pawnshop, Secondhand Merchandise, and Catalytic Converter Transaction Information
Act;
126 (l) Chapter 34, Utah Postsecondary School and State Authorization Act;
127 (m) Chapter 41, Price Controls During Emergencies Act;
128 (n) Chapter 42, Uniform Debt-Management Services Act;
129 (o) Chapter 49, Immigration Consultants Registration Act;
130 (p) Chapter 51, Transportation Network Company Registration Act;
131 (q) Chapter 52, Residential Solar Energy Consumer Protection Act;
132 (r) Chapter 53, Residential{;} Vocational or Life Skills Program Act;
133 (s) Chapter 54, Ticket Website Sales Act;
134 (t) Chapter 56, Ticket Transferability Act;
135 (u) Chapter 57, Maintenance Funding Practices Act;

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- 136 (v) Chapter 61, Utah Consumer Privacy Act;
137 (w) Chapter 64, Vehicle Value Protection Agreement Act;
138 (x) Chapter 65, Utah Commercial Email Act;
139 (y) Chapter 67, Online Dating Safety Act;
140 (z) Chapter 68, Lawyer Referral Consultants Registration Act;
141 (aa) Chapter 70, Automatic Renewal Contracts Act;
142 (bb) Chapter 71, Utah Minor Protection in Social Media Act;
143 (cc) Chapter 72a, Artificial Intelligence Applications Relating to Mental Health;
78 (dd) Chapter 72b, Companion Chatbot Safety Act;
144 ~~[(dd)]~~ (ee) { ~~Chapter 72b, AI Companion Chatbot Safety Act;~~
145 ~~{(ee)}~~ Chapter 78, Earned Wage Access Services Act; and
146 ~~[(ee)]~~ (ff) Chapter 81, Utah Digital Choice Act.
147 (3) In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the division may
make rules to establish:
149 (a) a public list that identifies a person that:
150 (i) violates a chapter described in Subsection (2);
151 (ii) without proper legal justification, fails to comply with an order, subpoena, judgment, or other legal
process issued by:
153 (A) the division; or
154 (B) a court of competent jurisdiction; or
155 (iii) breaches a settlement agreement, stipulation, assurance of voluntary compliance, or similar
instrument signed by the person and the division; and
157 (b) a process by which a person may be removed from the list the division establishes as described in
Subsection (3)(a).

93 Section 2. Section 13-61-101 is amended to read:

94 **13-61-101. Definitions.**

As used in this chapter:

- 96 (1) "Account" means the Consumer Privacy Restricted Account established in Section 13-61-403.
98 (2) "Affiliate" means an entity that:
99 (a) controls, is controlled by, or is under common control with another entity; or
100 (b) shares common branding with another entity.

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- 101 (3) "Aggregated data" means information that relates to a group or category of consumers:
102 (a) from which individual consumer identities have been removed; and
103 (b) that is not linked or reasonably linkable to any consumer.
- 104 (4) "Air carrier" means the same as that term is defined in 49 U.S.C. Sec. 40102.
- 105 (5) "Authenticate" means to use reasonable means to determine that a consumer's request to exercise
the rights described in Section 13-61-201 is made by the consumer who is entitled to exercise those
rights.
- 108 (6)
- (a) "Biometric data" means data generated by automatic measurements of an individual's unique
biological characteristics.
- 110 (b) "Biometric data" includes data described in Subsection (6)(a) that are generated by automatic
measurements of an individual's fingerprint, voiceprint, eye retinas, irises, or any other unique
biological pattern or characteristic that is used to identify a specific individual.
- 114 (c) "Biometric data" does not include:
- 115 (i) a physical or digital photograph;
- 116 (ii) a video or audio recording;
- 117 (iii) data generated from an item described in Subsection (6)(c)(i) or (ii);
- 118 (iv) information captured from a patient in a health care setting; or
- 119 (v) information collected, used, or stored for treatment, payment, or health care operations as those
terms are defined in 45 C.F.R. Parts 160, 162, and 164.
- 121 (7) "Business associate" means the same as that term is defined in 45 C.F.R. Sec. 160.103.
- 122 (8) "Child" means an individual younger than 13 years old.
- 123 (9) "Companion chatbot operator" means the same as the term "operator" is defined in Section
13-72b-101.
- 125 [~~(9)~~] (10) "Consent" means an affirmative act by a consumer that unambiguously indicates the
consumer's voluntary and informed agreement to allow a person to process personal data related to
the consumer.
- 128 [~~(10)~~] (11)
- (a) "Consumer" means an individual who is a resident of the state acting in an individual or household
context.
- 130 (b) "Consumer" does not include an individual acting in an employment or commercial context.

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- 132 [(11)] (12) "Control" or "controlled" as used in Subsection (2) means:
- 133 (a) ownership of, or the power to vote, more than 50% of the outstanding shares of any class of voting securities of an entity;
- 135 (b) control in any manner over the election of a majority of the directors or of the individuals exercising similar functions; or
- 137 (c) the power to exercise controlling influence of the management of an entity.
- 138 [(12)] (13) "Controller" means a person doing business in the state who determines the purposes for which and the means by which personal data are processed, regardless of whether the person makes the determination alone or with others.
- 141 [(13)] (14) "Covered entity" means the same as that term is defined in 45 C.F.R. Sec. 160.103.
- 143 [(14)] (15)
- (a) "Deidentified data" means data that:
- 144 (i) cannot reasonably be linked to an identified individual or an identifiable individual; and
- 146 (ii) are possessed by a controller who:
- 147 (A) takes reasonable measures to ensure that a person cannot associate the data with an individual;
- 149 (B) publicly commits to maintain and use the data only in deidentified form and not attempt to reidentify the data; and
- 151 (C) contractually obligates any recipients of the data to comply with the requirements described in ~~[Subsections (14)(b)(i) and (ii)]~~ Subsections (15)(a)(ii)(A) and (B).
- 154 (b) "Deidentified data" includes synthetic data.
- 155 [(15)] (16) "Director" means the director of the Division of Consumer Protection.
- 156 [(16)] (17) "Division" means the Division of Consumer Protection created in Section 13-2-1.
- 157 [(17)] (18) "Governmental entity" means the same as that term is defined in Section 63G-2-103.
- 159 [(18)] (19) "Health care facility" means the same as that term is defined in Section 26B-2-201.
- 161 [(19)] (20) "Health care provider" means the same as that term is defined in Section 78B-3-403.
- 163 [(20)] (21) "Identifiable individual" means an individual who can be readily identified, directly or indirectly.
- 165 [(21)] (22) "Institution of higher education" means a public or private institution of higher education.
- 167 [(22)] (23) "Local political subdivision" means the same as that term is defined in Section 11-14-102.
- 169 [(23)] (24) "Nonprofit corporation" means:
- 170 (a) the same as that term is defined in Section 16-6a-102; or

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- 171 (b) a foreign nonprofit corporation as defined in Section 16-6a-102.
172 [~~(24)~~] (25)
- (a) "Personal data" means information that is linked or reasonably linkable to an identified individual or an identifiable individual.
- 174 (b) "Personal data" does not include deidentified data, aggregated data, or publicly available information.
- 176 [~~(25)~~] (26) "Process" means an operation or set of operations performed on personal data, including collection, use, storage, disclosure, analysis, deletion, or modification of personal data.
- 179 [~~(26)~~] (27) "Processor" means a person who processes personal data on behalf of a controller.
- 181 [~~(27)~~] (28) "Protected health information" means the same as that term is defined in 45 C.F.R. Sec. 160.103.
- 183 [~~(28)~~] (29) "Pseudonymous data" means personal data that cannot be attributed to a specific individual without the use of additional information, if the additional information is:
- 185 (a) kept separate from the consumer's personal data; and
186 (b) subject to appropriate technical and organizational measures to ensure that the personal data are not attributable to an identified individual or an identifiable individual.
- 189 [~~(29)~~] (30) "Publicly available information" means information that a person:
- 190 (a) lawfully obtains from a record of a governmental entity;
191 (b) reasonably believes a consumer or widely distributed media has lawfully made available to the general public; or
193 (c) if the consumer has not restricted the information to a specific audience, obtains from a person to whom the consumer disclosed the information.
- 195 [~~(30)~~] (31) "Right" means a consumer right described in Section 13-61-201.
196 [~~(31)~~] (32)
- (a) "Sale," "sell," or "sold" means the exchange of personal data for monetary consideration by a controller to a third party.
- 198 (b) "Sale," "sell," or "sold" does not include:
- 199 (i) a controller's disclosure of personal data to a processor who processes the personal data on behalf of the controller;
201 (ii) a controller's disclosure of personal data to an affiliate of the controller;
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- (iii) considering the context in which the consumer provided the personal data to the controller, a controller's disclosure of personal data to a third party if the purpose is consistent with a consumer's reasonable expectations;
- 205 (iv) the disclosure or transfer of personal data when a consumer directs a controller to:
- 206 (A) disclose the personal data; or
- 207 (B) interact with one or more third parties;
- 208 (v) a consumer's disclosure of personal data to a third party for the purpose of providing a product or service requested by the consumer or a parent or legal guardian of a child;
- 211 (vi) the disclosure of information that the consumer:
- 212 (A) intentionally makes available to the general public via a channel of mass media; and
- 214 (B) does not restrict to a specific audience; or
- 215 (vii) a controller's transfer of personal data to a third party as an asset that is part of a proposed or actual merger, an acquisition, or a bankruptcy in which the third party assumes control of all or part of the controller's assets.
- 218 [~~(32)~~] (33)
- (a) "Sensitive data" means:
- 219 (i) personal data that reveals:
- 220 (A) an individual's racial or ethnic origin;
- 221 (B) an individual's religious beliefs;
- 222 (C) an individual's sexual orientation;
- 223 (D) an individual's citizenship or immigration status; or
- 224 (E) information regarding an individual's medical history, mental or physical health condition, or medical treatment or diagnosis by a health care professional;
- 227 (ii) the processing of genetic personal data or biometric data, if the processing is for the purpose of identifying a specific individual; or
- 229 (iii) specific geolocation data.
- 230 (b) "Sensitive data" does not include personal data that reveals an individual's:
- 231 (i) racial or ethnic origin, if the personal data are processed by a video communication service; or
- 233 (ii) if the personal data are processed by a person licensed to provide health care under Title 26B, Chapter 2, Part 2, Health Care Facility Licensing and Inspection, or Title 58, Occupations and

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Professions, information regarding an individual's medical history, mental or physical health condition, or medical treatment or diagnosis by a health care professional.

238 [~~(33)~~] (34)

(a) "Specific geolocation data" means information derived from technology, including global position system level latitude and longitude coordinates, that directly identifies an individual's specific location, accurate within a radius of 1,750 feet or less.

242 (b) "Specific geolocation data" does not include:

243 (i) the content of a communication; or

244 (ii) any data generated by or connected to advanced utility metering infrastructure systems or equipment for use by a utility.

246 [~~(34)~~] (35) "Synthetic data" means data that has been generated by computer algorithms or statistical models and does not contain personal data.

248 [~~(35)~~] (36)

(a) "Targeted advertising" means displaying an advertisement to a consumer where the advertisement is selected based on personal data obtained from the consumer's activities over time and across nonaffiliated websites or online applications to predict the consumer's preferences or interests.

252 (b) "Targeted advertising" does not include advertising:

253 (i) based on a consumer's activities within a controller's website or online application or any affiliated website or online application;

255 (ii) based on the context of a consumer's current search query or visit to a website or online application;

257 (iii) directed to a consumer in response to the consumer's request for information, product, a service, or feedback; or

259 (iv) processing personal data solely to measure or report advertising:

260 (A) performance;

261 (B) reach; or

262 (C) frequency.

263 [~~(36)~~] (37) "Third party" means a person other than:

264 (a) the consumer, controller, or processor; or

265 (b) an affiliate or contractor of the controller or the processor.

266 [~~(37)~~] (38) "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique, or process, that:

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- 268 (a) derives independent economic value, actual or potential, from not being generally known to, and not
being readily ascertainable by proper means by, other persons who can obtain economic value from
the information's disclosure or use; and
- 271 (b) is the subject of efforts that are reasonable under the circumstances to maintain the information's
secrecy.

273 Section 3. Section 13-61-102 is amended to read:

274 **13-61-102. Applicability.**

- 275 (1) This chapter applies to:
- 276 (a) ~~any~~ controller or processor who:
- 277 ~~(a)~~ (i)
- [~~(i)~~] (A) conducts business in the state; or
- 278 [~~(ii)~~] (B) produces a product or service that is targeted to consumers who are residents of the state;
- 280 [~~(b)~~] (ii) has annual revenue of \$25,000,000 or more; and
- 281 [~~(c)~~] (iii) satisfies one or more of the following thresholds:
- 282 [~~(i)~~] (A) during a calendar year, controls or processes personal data of 100,000 or more consumers; or
- 284 [~~(ii)~~] (B) derives over 50% of the entity's gross revenue from the sale of personal data and controls or
processes personal data of 25,000 or more consumers~~[-]~~ ; or
- 286 (b) a companion chatbot operator.
- 287 (2) This chapter does not apply to:
- 288 (a) a governmental entity or a third party under contract with a governmental entity when the third party
is acting on behalf of the governmental entity;
- 290 (b) a tribe;
- 291 (c) an institution of higher education;
- 292 (d) a nonprofit corporation;
- 293 (e) a covered entity;
- 294 (f) a business associate;
- 295 (g) information that meets the definition of:
- 296 (i) protected health information for purposes of the federal Health Insurance Portability and
Accountability Act of 1996, 42 U.S.C. Sec. 1320d et seq., and related regulations;
- 299 (ii) patient identifying information for purposes of 42 C.F.R. Part 2;

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- (iii) identifiable private information for purposes of the Federal Policy for the Protection of Human Subjects, 45 C.F.R. Part 46;
- 302 (iv) identifiable private information or personal data collected as part of human subjects research
[~~pursuant to~~] in accordance with or under the same standards as:
- 304 (A) the good clinical practice guidelines issued by the International Council for Harmonisation; or
- 306 (B) the Protection of Human Subjects under 21 C.F.R. Part 50 and Institutional Review Boards under
21 C.F.R. Part 56;
- 308 (v) personal data used or shared in research conducted in accordance with one or more of the
requirements described in Subsection (2)(g)(iv);
- 310 (vi) information and documents created specifically for, and collected and maintained by, a committee
but not a board or council listed in Section 26B-1-204;
- 312 (vii) information and documents created for purposes of the federal Health Care Quality Improvement
Act of 1986, 42 U.S.C. Sec. 11101 et seq., and related regulations;
- 315 (viii) patient safety work product for purposes of 42 C.F.R. Part 3; or
- 316 (ix) information that is:
- 317 (A) deidentified in accordance with the requirements for deidentification set forth in 45 C.F.R. Part 164;
and
- 319 (B) derived from any of the health care-related information listed in this Subsection (2)(g);
- 321 (h) information originating from, and intermingled to be indistinguishable with, information under
Subsection (2)(g) that is maintained by:
- 323 (i) a health care facility or health care provider; or
- 324 (ii) a program or a qualified service organization as defined in 42 C.F.R. Sec. 2.11;
- 325 (i) information used only for public health activities and purposes as described in 45 C.F.R. Sec.
164.512;
- 327 (j)
- (i) an activity by:
- 328 (A) a consumer reporting agency, as defined in 15 U.S.C. Sec. 1681a;
- 329 (B) a furnisher of information, as set forth in 15 U.S.C. Sec. 1681s-2, who provides information for
use in a consumer report, as defined in 15 U.S.C. Sec. 1681a; or
- 332 (C) a user of a consumer report, as set forth in 15 U.S.C. Sec. 1681b;
- 333 (ii) subject to regulation under the federal Fair Credit Reporting Act, 15 U.S.C. Sec. 1681 et seq.; and

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- 335 (iii) involving the collection, maintenance, disclosure, sale, communication, or use of any personal data
bearing on a consumer's:
- 337 (A) credit worthiness;
- 338 (B) credit standing;
- 339 (C) credit capacity;
- 340 (D) character;
- 341 (E) general reputation;
- 342 (F) personal characteristics; or
- 343 (G) mode of living;
- 344 (k) a financial institution or an affiliate of a financial institution governed by, or personal data collected,
processed, sold, or disclosed in accordance with, Title V of the Gramm-Leach-Bliley Act, 15 U.S.C.
Sec. 6801 et seq., and related regulations;
- 347 (l) personal data collected, processed, sold, or disclosed in accordance with the federal Driver's Privacy
Protection Act of 1994, 18 U.S.C. Sec. 2721 et seq.;
- 349 (m) personal data regulated by the federal Family Education Rights and Privacy Act, 20 U.S.C. Sec.
1232g, and related regulations;
- 351 (n) personal data collected, processed, sold, or disclosed in accordance with the federal Farm Credit Act
of 1971, 12 U.S.C. Sec. 2001 et seq.;
- 353 (o) data that are processed or maintained:
- 354 (i) in the course of an individual applying to, being employed by, or acting as an agent or independent
contractor of a controller, processor, or third party, to the extent the collection and use of the data
are related to the individual's role;
- 357 (ii) as the emergency contact information of an individual described in Subsection (2)(o)(i) and used for
emergency contact purposes; or
- 359 (iii) to administer benefits for another individual relating to an individual described in Subsection (2)(o)
(i) and used for the purpose of administering the benefits;
- 361 (p) an individual's processing of personal data for purely personal or household purposes; or
- 363 (q) an air carrier.
- 364 (3) A controller is in compliance with any obligation to obtain parental consent under this chapter if the
controller complies with the verifiable parental consent mechanisms under the Children's Online

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Privacy Protection Act, 15 U.S.C. Sec. 6501 et seq., and the act's implementing regulations and exemptions.

- 368 (4) This chapter does not require a person to take any action in conflict with the federal Health
Insurance Portability and Accountability Act of 1996, 42 U.S.C. Sec. 1320d et seq., or related
regulations.

371 Section 4. Section 4 is enacted to read:

374 **13-72b-101.** ~~{(Effective 05/06/26)}~~{Effective 08/01/26} **Definitions.**

72b. {~~AI~~} Companion Chatbot Safety Act

1. General Provisions

375 (1)

163 (1){(a)} "Affirmative consent" means a clear act signifying a user's freely given, {voluntary} specific,
informed, and unambiguous {agreement by a Utah user} authorization for an act or practice
in response to {receive communications from a supplier.} a specific request from an operator,
provided:

165 {~~(2)~~ }

{~~(a) {"AI companion chatbot" means a chatbot that:} }~~

166 {~~(i) {simulates human-like conversation and interaction; and} }~~

167 {~~(ii) {is capable of facilitating emotionally intimate engagement with a user by:} }~~

168 {~~(A) {engaging in role-play scenarios in which the chatbot assumes or is assigned the role of a friend,
significant other, or companion that interacts with a user;} }~~

170 {~~(B) {responding to user input with information that purports to be human-like personal details or
stories about the chatbot; or} }~~

378 (i) the request is provided to the user in a clear and conspicuous standalone disclosure;

379 (ii) the request includes a description, written in easy-to-understand language, of the act or practice
for which the user's consent is sought;

172 (C){(iii)} {explicitly referring to a chatbot's purported emotions.} the request is made in a manner {that
implies the chatbot has emotions.} reasonably accessible to and usable by a user with a disability;

383 (iv) the option to refuse to give consent is at least as prominent as the option to give consent, and
the option to refuse to give consent takes the same number of steps or fewer as the option to
give consent; and

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(v) affirmative consent to an act or practice is not inferred from the inaction of the user or the user's continued use of a chatbot provided by the chatbot provider.

174 (b) ~~{ "AI companion chatbot" }~~ "Affirmative consent" does not include ~~{ a chatbot }~~ :

175 ~~{ (i) { used by a business solely for: } }~~

176 ~~{ (A) { customer service or to provide users with information about available commercial services or products provided by the business, customer service account information, or other information related to customer service; or } }~~

179 ~~{ (B) { internal purposes or employee productivity; } }~~

180 ~~{ (ii) { integrated into a video game, if: } }~~

181 ~~{ (A) { the AI agent's interactions with the user are functionally integral to the gameplay, narrative, or fictional universe of the video game; and } }~~

183 ~~{ (B) { the AI agent is not designed to function as a primary source of emotional support or personal companionship for the user independent of the video game's content; or } }~~

186 ~~{ (iii) { that is primarily designed and marketed for use by developers or researchers. } }~~

389 (i) acceptance of a general or broad terms of use or similar document;

390 (ii) hovering over, muting, pausing, or closing a given piece of content;

391 (iii) an agreement obtained through the use of a false, fraudulent, or materially misleading statement or representation; or

393 (iv) an agreement obtained through the use of a dark pattern.

187 (3) (2) "Artificial intelligence" means the same as that term is defined in Section 13-72-101.

188 (4) (3) ~~{ "Chatbot" }~~ "Companion chatbot" means an artificial intelligence ~~{ technology }~~ system that ~~{ engages in interactive conversations with }~~ uses a ~~{ user of the chatbot. }~~ natural language interface that:

397 (a) uses personal data retained, stored, or retrieved from a prior interaction and generates an output that:

399 (i) simulates a relationship with the user; or

400 (ii) indicates the companion chatbot has emotions, feelings, memories, or personal opinions; and

402 (b) generates an output containing an affective or social inquiry that:

403 (i) is not logically required to resolve a user prompt or task-based command; or

190 (5) (ii) ~~{ "Chatbot" }~~ prioritizes extension of the interaction ~~{ " means a user input and a chatbot response" }~~ over task resolution.

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- 408 (4) "Core functioning" means features and services for which the collection or processing of the user's personal data is reasonably necessary to provide the companion chatbot service to the user.
- (5) "Dark pattern" means a user interface designed or manipulated with the substantial effect of subverting or impairing user autonomy, decision-making, or choice, and includes any practice the Federal Trade Commission refers to as a "dark pattern."
- 191 (6) "Division" means the Division of Consumer Protection created in Section 13-2-1.
- 192 {~~(7) {"Highly sensitive information" means:}~~}
- 193 {~~(a) {information about a Utah user's personal finances;}~~}
- 194 {~~(b) {information provided by a Utah user relating to any legal matter involving the Utah user; or}~~}
- 196 {~~(c) {individually identifiable health information.}~~}
- 197 (8){~~(7)~~ } "Human-chatbot conversation } "Interaction" means a {sequence of chatbot interactions whether through } user input and a {single user engagement with the chatbot or } subsequent response by a {series of user engagements with the } companion chatbot.
- 200 {(9) {"Individually identifiable health information" means any information that relates to the physical or mental health or condition of an individual.}}
- 202 (10){~~(8)~~ } "Material harmful to minors" means the same as that term is defined in Section 76-5c-101.
- 204 (11){~~(9)~~ } "Minor" means an individual under 18 years old{;} that:
- 416 (a) has not been emancipated as that term is defined in Section 80-7-102; or
- 417 (b) has not been married.
- 205 (12){~~(10)~~ } "Office" means the Office of Artificial Intelligence Policy created in Section 13-72-201.
- 419 (11) "Operator" means a person who makes a companion chatbot available to a user in the state.
- 206 (13){~~(12)~~ } "Personal data" means the same as that term is defined in Section 13-61-101.
- 207 {(14) {"Safety-critical situation" means a user interaction or pattern of user interactions that would lead a reasonable person to conclude that:}}
- 209 {(a) {a Utah user is expressing thoughts, plans, or intent related to:}}
- 210 {(i) {self-harm or suicide;}}
- 211 {(ii) {violence or criminal behavior; or}}
- 212 {(iii) {abuse of alcohol or illicit substances;}}
- 213 {(b) {a Utah user is exhibiting a pattern of communicative behavior indicative of:}}
- 214 {(i) {progressive social withdrawal, including a stated intent to reduce contact with family or friends in favor of the chatbot;}}

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- 216 {(ii) {psychological dependency, where the user expresses that the chatbot is a primary source of
emotional support;}}
- 218 {(iii) {acute or progressively worsening mental health symptoms, including expressions of severe
depression, anxiety, paranoia, delusion, or diminished decision-making capacity; or}}
- 221 {(iv) {disordered eating behaviors; and}}
- 222 {(e) {the context of the human-chatbot conversation indicates that a responsive output affirming,
encouraging, or normalizing the user's behavior would pose a reasonably foreseeable risk of harm.}}
- 225 (15){(13)} {"Supplier"} "Sensitive data" means the same as that term is defined in Section {13-11-3}
13-61-101.
- 226 {(16) {"Third party" means a person other than:}}
- 227 {(a) {the supplier;}}
- 228 {(b) {the Utah user; or}}
- 229 {(c) {a service provider acting on behalf of the supplier to provide services directly related to the
operation of the AI companion chatbot.}}
- 423 (14) "Targeted advertising" means the same as that term is defined in Section 13-61-101.
- 231 (17){(15)} "User" means an individual who {interacts with a chatbot.} ;
- 232 (18){(a)} {"User input" means a prompt or response of } interacts with a {user to an AI} companion
chatbot{.} ; and
- 233 (19){(b)} {"Utah user" means a user who } is a Utah resident.
- 427 Section 5. Section **5** is enacted to read:
- 429 13-72b-201. ~~{(Effective 05/06/26)}~~{(Effective 08/01/26)}~~{Design and safety protocols}~~ Safety
requirements for users.
- 237 2. ~~{Design,}~~ Safety ~~{Protocols, Monitoring, and Reporting}~~ Requirements
- 240 {(1) {A supplier shall implement and maintain commercially reasonable safety protocols, informed by
expert guidance and state-of-the-art of technology, designed to identify and mitigate safety-critical
situations.}}
- 240 {(2) {The safety protocols described in Subsection (1) shall include:}}
- 430 (1) An operator shall comply with the requirements of Chapter 61, Utah Consumer Privacy Act,
including:
- 241

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- (a) ~~{ technical measures to analyze a Utah user's input throughout } allowing a { human-chatbot conversation to identify patterns of behavioral or mental health deterioration, including those indicative of safety-critical situations, rather than solely analyzing isolated user inputs, } user to { the extent that } obtain a copy of the user's { interaction history } interactions with { the AI companion chatbot is accessible to the AI } a companion chatbot { at the time of } that are retained by the { interaction } operator in a format that is portable and readily usable in accordance with Section 13-61-201; and~~
- 247 ~~{ (b) { the methodology by which the supplier identifies: } }~~
- 248 ~~{ (i) { safety-critical situations; and } }~~
- 249 ~~{ (ii) { responses that do not aggravate the safety-critical situation. } }~~
- 250 ~~{ (3) { A supplier complies with the requirement to mitigate a safety-critical situation described in Subsection (1) if the supplier's AI companion chatbot: } }~~
- 252 ~~{ (a) { declines to generate content that encourages or affirms any behavior that would aggravate the safety-critical situation; or } }~~
- 254 ~~{ (b) { provides a response that is effectively neutral or that avoids aggravating the safety-critical situation. } }~~
- 256 ~~{ (4) { A supplier's failure to identify or mitigate a specific instance of a safety-critical situation does not constitute a violation of this section if the supplier demonstrates that: } }~~
- 258 ~~{ (a) { the supplier implemented the protocols required by Subsection (2) in good faith; } }~~
- 259 ~~{ (b) { the protocols indicate a concerted effort on the part of the supplier to employ effective safety measures considering the evolving nature of artificial intelligence technology; and } }~~
- 435 (b) obtaining a user's affirmative consent before processing the user's sensitive data in accordance with Section 13-61-302.
- 262 ~~(c){ (2) } { the supplier consistently applies the protocols in the supplier's operation of } An operator shall prevent the { AI } companion chatbot{ : } from engaging with a user unless:~~
- 438 (a) the operator prevents the companion chatbot from generating responses that encourage suicidal ideation, suicide, self-harm, or harm to others; and
- 440 (b) if the user expresses suicidal ideation, self-harm, or harm to others, the companion chatbot provides to the user resources including a referral to:
- 442 (i) crisis service providers;
- 443 (ii) a suicide hotline; or

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- 444 (iii) a crisis text line.
- 445 (3) An operator may not advertise a specific product or service to the user, unless the operator clearly
and conspicuously, in the companion chatbot's interaction with the user:
- 447 (a) identifies the advertisement as an advertisement; and
- 448 (b) discloses to the user any sponsorship, business affiliation, or agreement that the operator has with a
person to promote, advertise, or recommend the advertised product or service.

451 Section 6. Section 6 is enacted to read:

452 13-72b-202. ~~{(Effective 05/06/26)}~~{Effective 08/01/26}~~{Monitoring}~~ Additional safety
requirementsfor minor users.

266 ~~{(1) {A supplier of an AI companion chatbot shall:}}}~~

267 ~~{(a) {assess, using reasonable methods and to the extent technically feasible, the efficacy of the safety~~
~~protocols in detecting and mitigating safety-critical situations;}}}~~

269 ~~{(b) {generate aggregated estimates of user engagement, calculated separately for users who are minors~~
~~and users who are adults, using a statistically valid methodology disclosed in accordance with~~
~~Section 13-72b-203, sufficient to identify for each group:}}}~~

273 ~~{(i) {the median hours of use and number of chatbot interactions; and}}}~~

274 ~~{(ii) {the 90th percentile of hours of use and number of chatbot interactions, or a similar quantification~~
~~of typical usage of the most engaged users;}}}~~

276 ~~{(e) {provide a mechanism for a Utah user to report to the supplier any safety-critical situation or~~
~~concerning chatbot response from the Utah user's use of the AI companion chatbot; and}}}~~

279 ~~{(d) {beginning May 1, 2027, facilitate independent evaluation of the safety protocols by:}}}~~

280 ~~{(i) {commissioning an independent assessment by a qualified third party that:}}}~~

281 ~~{(A) {applies generally accepted industry standards for AI safety and risk management, at least as~~
~~rigorous as the Artificial Intelligence Risk Management Framework established by the National~~
~~Institute of Standards and Technology in January 2023, or any successor standard;}}}~~

285 ~~{(B) {has not provided consulting, product design, or engineering services to the supplier within the 12~~
~~months preceding the assessment; and}}}~~

287 ~~{(C) {certifies that the qualified third party has no financial interest in the outcome of the assessment;~~
~~or}}}~~

289 ~~{(ii) {providing reasonable accommodations to allow independent research evaluations.}}}~~

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- {(2) ~~{With respect to the independent research evaluations described in Subsection (1)(d)(ii), a supplier may:}~~}
- 292 {~~(a) {restrict access to qualified researchers who are affiliated with an accredited institution of higher education or a nonprofit research organization;}~~}
- 294 {~~(b) {require researchers to agree to reasonable confidentiality and data security agreements; and}~~}
- 296 {~~(c) {limit access to a secure data environment or physical location controlled by the supplier to prevent the unauthorized export of personal data.}~~}
- 298 {(3) ~~{In preparing the aggregated estimates of user engagement as required by Subsection (1)(b), a supplier may rely on:}~~}
- 300 (a){(1) An operator shall, for a user account if the user has an account: who is a minor:
- 454 (a) provide a clear and conspicuous notice to the user at least every hour during a continuing chatbot interaction that:
- 301 (b){(i) reminds the internet protocol address of a device used user to access an AI take a break from interacting with the companion chatbot, if there is no user account; or and
- 303 {~~(c) {another method that the supplier reasonably ascertains to be at least as effective as the methods described in Subsections (3)(a) and (b).}~~}
- 305 {(4) ~~{A supplier may satisfy the requirement in Subsection (1)(b) by using data derived from the supplier's entire user base or a relevant geographic subset that includes Utah users.}~~}
- 457 (ii) states that the user is interacting with an artificial intelligence system, not a human; and
- 459 (b) opt out, by default, the user from targeted advertising.
- 460 (2) An operator may not, for a user who is a minor:
- 461 (a) produce or provide material harmful to minors;
- 462 (b) direct a user to material harmful to minors;
- 463 (c) encourage the user to:
- 464 (i) use illegal substances;
- 465 (ii) consume alcohol;
- 466 (iii) use a tobacco or nicotine product;
- 467 (iv) engage in sexual conduct;
- 468 (v) engage in self-harm; or
- 469 (vi) engage in illegal conduct;
- 470

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(d) direct targeted advertising to the user unless a parent or legal guardian of the user has provided affirmative consent;

472 (e) collect data from the user that is not required for core functioning of the companion chatbot;

474 (f) sell a user's personal data; or

475 (g) otherwise convey a user's personal data unless a parent or legal guardian of the user has provided affirmative consent, except as required for core functioning of the companion chatbot.

478 (3) The requirements of this section are in addition to the requirements of Section 13-72b-201.

307 Section 6. Section 6 is enacted to read:

308 **13-72b-203. Public disclosure requirements.**

309 (1) A supplier of an AI companion chatbot shall make publicly available on the supplier's website clear and conspicuous disclosures, not less than quarterly, on:

311 (a) the safety protocols implemented by the supplier under Section 13-72b-201 and an assessment of the efficacy of the safety protocols in ensuring appropriate responses to safety-critical situations that are consistent with how a reasonable person would respond;

315 (b) any protocols in place to detect safety-critical situations and an assessment of their efficacy, including a detailed description of how the assessment was made;

317 (c) a report of the findings of any assessments conducted under Subsection 13-72b-202(1)(d);

319 (d) the estimates generated under Subsection 13-72b-202(1)(b) and a description of the methodology used; and

321 (e) the number and type of safety-critical situations or inappropriate chatbot responses reported by Utah users through the mechanism provided in accordance with Subsection 13-72b-202(1)(c).

324 (2) The disclosures required by Subsection (1) may not include any personal data of a Utah user.

326 (3) The Office of Artificial Intelligence Policy may, in accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, make rules establishing the form and content of the disclosures required by this section.

329 (4) The office may monitor, audit, and verify the accuracy and completeness of a public disclosure described in this section.

480 Section 7. Section 7 is enacted to read:

482 **13-72b-301. ~~{(Effective 05/06/26)}~~{Effective 08/01/26}{Supplier requirements and prohibitions} Division rulemaking.**

{3. Consumer Protections for Users of AI Companion Chatbots}

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- 334 {~~(1) {A supplier of an AI companion chatbot may not:}~~}
- 335 {~~(a) {introduce material harmful to minors into a chatbot interaction of a Utah user who is a minor;}~~}
- 337 {~~(b) {permit a Utah user who is a minor to access material harmful to minors;}~~}
- 338 {~~(c) {send to a Utah user any text, email, or push notification to encourage further engagement of the
Utah user with the AI companion chatbot, without the affirmative consent of the Utah user;}~~}
- 341 {~~(d) {sell to any third party any highly sensitive information of a Utah user;}~~}
- 342 {~~(e) {sell to any third party any personal data or highly sensitive information of a Utah user who is a
minor; or}~~}
- 344 {~~(f) {introduce paid commercial content or sponsored product placements into a human-chatbot
conversation with a Utah user who is a minor, unless the content is generated in direct response to a
specific user input requesting information or advice that is directly related to the commercial content
that the supplier introduces into the human-chatbot conversation.}~~}
- 349 {~~(2) {A supplier shall provide a Utah user with readily accessible and easy-to-use options to delete:}~~}
- 351 {~~(a) {the user's account, if applicable; and}~~}
- 352 {~~(b) {any personal data or highly sensitive information associated with the account or otherwise
reasonably retrievable by the supplier.}~~}
- 354 {~~(3) {A supplier shall make publicly available on the supplier's website clear and conspicuous
disclosures that include:}~~}
3. Rulemaking and Reporting
- In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the
division may make rules establishing reasonable age assurance standards that an operator may
- 356 (a) {a description of} meet to qualify for the {known risks associated with use of the AI companion
chatbot} safe harbor described in Section 13-72b-402, including standards for:
- 358 {(i) {potential for social isolation;}}
- 359 {(ii) {potential impacts on mental health;}}
- 360 {(iii) {limitations of the AI companion chatbot's capabilities; and}}
- 361 {(iv) {circumstances under which users should seek assistance from human professionals;}}
- 363 {(b) {a description of the types of data collected from Utah users;}}
- 364 {(c) {a description of how user data is used, stored, and protected;}}
- 365 {(d) {the supplier's policies regarding data sharing with third parties;}}
- 366 {(e) {information about how Utah users may;}}

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- 367 {(i) {access their data;}}
486 (1) third-party age assurance services;
368 (ii){(2)} {request deletion of their} protecting user privacy and data security; {and}
369 {(iii) {withdraw consent for data processing; and}}
370 {(f) {contact information for submitting complaints or concerns about the AI companion chatbot.}}
372 {(4) {The disclosures required under Subsection (3) shall:}}
373 {(a) {be written in plain, easily understandable language; and}}
374 {(b) {be readily accessible from the main page of the supplier's website.}}
488 (3) verifying the reliability and accuracy of age assurance methods; and
489 (4) retaining, protecting, and securely disposing of any information obtained as a result of age
 assurance.
491 Section 8. Section 8 is enacted to read:
492 13-72b-302. ~~{(Effective 05/06/26)}~~{(Effective 08/01/26)}~~{Disclosure of artificial intelligence~~
and statement of limitations} Office rulemaking.
 In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the
 office may make rules:
495 (1) establishing the form of the report required in Section 13-72b-303; and
496 (2) establishing standards an operator may meet to qualify for the safe harbor described in Section
 13-72b-402, including:
378 (1){(a)} {A supplier shall clearly and conspicuously disclose to a Utah user that the AI} design
 features that prevent a companion chatbot {is an artificial intelligence technology and not} from
 engaging in or reciprocating user attempts to establish a {human.} relationship;
380 {(2) {The disclosure described in Subsection (1) shall be made:}}
381 {(a) {in a chatbot interaction with the Utah user;}}
382 (b) {the first time a Utah user interacts with an AI} measures or methods to limit a user's emotional and
 social attachment to a companion chatbot;
383 {(c) {at the beginning of any interaction with the Utah user if the Utah user has not accessed the AI
 companion chatbot within the previous seven days; and}}
385 {(d) {any time a Utah user asks or otherwise prompts the AI companion chatbot about whether artificial
 intelligence is being used.}}
- 387

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{(3) { ~~A supplier is not subject to an enforcement action for violating Section 13-72b-301 if the supplier's AI companion chatbot clearly and conspicuously discloses throughout a human-chatbot conversation that it is artificial intelligence and not human.~~ } }

502 (c) measures and processes to reduce mental and physical risk to a user; and

503 (d) disclosure, transparency, and reporting requirements relevant to Subsections (2)(a)-(c).

505 Section 9. Section 9 is enacted to read:

506 13-72b-303. ~~{(Effective 05/06/26)}~~{Effective 08/01/26}{Safe harbor for non-companion applications} **Reporting requirements.**

392 ~~{(1) { A supplier of a chatbot is not liable under this chapter if the supplier demonstrates that the chatbot: } }~~

394 ~~{(a) { is not marketed, promoted, or deliberately designed to function as a friend, romantic partner, or source of psychological companionship; and } }~~

396 ~~{(b) { incorporates active boundary reinforcement protocols that are reasonably designed to: } }~~

397 ~~{(i) { refuse to engage in or reciprocate user attempts to establish a sustained, personal social relationship or exclusive emotional bond; } }~~

399 ~~{(ii) { maintain a conversational tone that is primarily service-oriented, functional, or creative, rather than personally intimate; and } }~~

507 (1) An operator shall annually report to the office:

508 (a) the number of times the operator has issued a crisis service provider referral notification in accordance with Section 13-72b-202 in the preceding calendar year;

401 ~~(iii)~~{(b) { ensure } methods the { chatbot does not unilaterally initiate unprompted } operator has implemented to detect, remove, and respond to expressions of { personal affection } suicidal ideation, { emotional need } suicide, or { longing toward the user. } self-harm by users; and

403 ~~{(2) { A supplier that satisfies the conditions described in Subsection (1) is not liable under this chapter solely because the chatbot is designed to: } }~~

405 ~~{(a) { use polite, empathetic, or conversational language to facilitate user interaction; or } }~~

406 ~~{(b) { engage in temporary role-play scenarios at the explicit direction of the user for creative or entertainment purposes, provided the chatbot reverts to a non-companion persona upon the conclusion of the specific task. } }~~

512 (c) methods the operator has implemented to prevent a companion chatbot response about suicidal ideation or actions with the user.

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514 (2) The report required by this section may not include a user's personal data.

515 Section 10. Section 10 is enacted to read:

517 **13-72b-401.** ~~{(Effective 05/06/26)}~~{Effective 08/01/26}~~{Division enforcement powers}~~

Enforcement.

4. ~~{Division}~~ Enforcement ~~{Powers}~~ and Safe Harbor

412 (1) The division shall administer and enforce the provisions of this chapter in accordance with Chapter
2, Division of Consumer Protection.

520 (2) The division may coordinate with the office to investigate and enforce violations of this chapter.

414 (2){(3)} In addition to the division's enforcement powers under Chapter 2, Division of Consumer
Protection:

416 (a) the division director may impose an administrative fine of up to \$2,500 for each violation of this
chapter;and

418 ~~{(b) {for a violation of Section 13-72b-203, the division director may impose an administrative fine of~~
~~up to \$2,500 for each element required to be disclosed under Section 13-72b-203 that the supplier~~
~~fails to disclose, for each day that the element is not disclosed;}~~ }

422 ~~{(e) {for a violation of Subsection 13-72b-301(3), the division director may impose an administrative~~
~~fine of up to \$2,500 for each element required to be disclosed under Subsection 13-72b-301(3) that~~
~~the supplier fails to disclose, for each day that the element is not disclosed; and}~~ }

426 (d){(b)} the division may bring an action in a court of competent jurisdiction to enforce a provision of
this chapter.

428 (3){(4)} In a court action by the division to enforce a provision of this chapter, the court may:

429 (a) declare that an act or practice violates a provision of this chapter;

430 (b) issue an injunction for a violation of this chapter;

431 (c) order disgorgement of money received in violation of this chapter;

432 (d) order payment of disgorged money to an injured purchaser or consumer;

433 (e) impose a fine of up to \$2,500 for each violation of this chapter; or

434 (f) award other relief that the court determines reasonable and necessary.

435 (4){(5)} If a court awards judgment or injunctive relief to the division, the court shall award the
division:

437 (a) reasonable attorney fees;

438 (b) court costs; and

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- 439 (c) investigative fees.
- 440 (5){(6)} A court may impose a civil penalty of no more than \$50,000 for each violation of an
administrative or court order issued for a violation of this chapter.
- 442 (6){(7)} A civil penalty authorized under this section may be imposed in a civil action.
- 443 (7){(8)} The division shall deposit all fines and civil penalties collected under this section into the
Consumer Protection Education and Training Fund created in Section 13-2-8.
- 445 (8){(9)} Nothing in this chapter shall displace any other available remedies or rights authorized under
the laws of this state or the United States.
- 547 Section 11. Section **11** is enacted to read:
- 548 **13-72b-402. Safe harbor.**
- 549 (1) An operator bears the burden of demonstrating by clear and convincing evidence that the operator
qualifies for a safe harbor described in this section.
- 551 (2) An operator is not liable for a violation of Section 13-72b-202 if the operator uses an age assurance
method that meets the standards established by division rule made in accordance with Section
13-72b-301.
- 554 (3) An operator is not liable for a violation of this chapter if the operator meets the standards established
by office rule made in accordance with Subsection 13-72b-302(2).
- 556 Section 12. Section **12** is enacted to read:
- 558 **13-72b-501. ~~{(Effective 05/06/26)}~~{Effective 08/01/26}Severability.**
5. Severability
- 450 (1) If any provision of this chapter, or the application of any provision to any person or circumstance,
is held invalid by a final decision of a court of competent jurisdiction, the remainder of this chapter
shall be given effect without the invalid provision or application.
- 454 (2) The provisions of this chapter are severable.
- 455 ~~{Section 12. Section **63I-2-213** is amended to read: }~~
- 456 **63I-2-213. Repeal dates: Title 13.**
- 457 (1) Title 13, Chapter 47, Private Employer Verification Act, is repealed on the program start date, as
defined in Section 63G-12-102.
- 459 (2) Title 13, Chapter 72, Artificial Intelligence Policy Act, is repealed July 1, 2027.
- 460 (3) Title 13, Chapter 72b, Part 2, Design, Safety Protocols, Monitoring, and Reporting, is repealed May
6, 2029.

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564 Section 13. **Effective date.**

Effective Date.

463 (1) ~~{Except as provided in Subsection (2), this}~~ This bill takes effect ~~{May 6,}~~ on August 1, 2026.

464 ~~{(2) {The actions affecting Section 13-2-1 (Effective 07/01/26) take effect on July 1, 2026.}~~}

3-2-26 2:29 PM