

Effective 5/7/2025

13-77-103 Required disclosures.

- (1)
 - (a) A supplier that uses generative artificial intelligence to interact with an individual in connection with a consumer transaction shall disclose to the individual that the individual is interacting with generative artificial intelligence and not a human, if the individual asks or otherwise prompts the supplier about whether artificial intelligence is being used.
 - (b) The individual's prompt or question under Subsection (1)(a) must be a clear and unambiguous request to determine whether the interaction is with a human or with artificial intelligence.
- (2) An individual providing services in a regulated occupation shall:
 - (a) prominently disclose when an individual receiving services is interacting with generative artificial intelligence in the provision of regulated services if the use of generative artificial intelligence constitutes a high-risk artificial intelligence interaction; and
 - (b) comply with all requirements of the regulated occupation when providing services through generative artificial intelligence.
- (3) A disclosure required under Subsection (2) shall be provided:
 - (a) verbally at the start of a verbal interaction; and
 - (b) in writing before the start of a written interaction.

Enacted by Chapter 465, 2025 General Session